VOLUME 7 ◆ NUMBER 4

MARCH, 1937

AUTOMATIC WORLD

Entered as second-class matter June 19, 1931,
at the Post Office at Fort Worth, Texas,
under the Act of March 3, 1879

Like corned beef and cabbage . . . like spare ribs and sauer kraut . . . like a doughnut and a hole . . . . . they go together!

IN AN UNBEATABLE . . . UNEQUALLED COMBINATION OF FUN, SPORT, AMUSEMENT AND OPERATOR'S COMPLETE SATISFACTION

Rock-Ola's TOM MIX RADIO RIFLE *and* *Rock-Ola's* SCHOOL DAYS

PROFITS not only for today, but for months and months to come!

No payouts to reduce earnings. . .no closed territories . . . legal everywhere . . .

Six months continual tests on locations have proved conclusively that "TOM MIX RADIO RIFLE" is MECHANICALLY PERFECT!

Low price——volume sales and increased production enables Rock-Ola to pass BIG SAVINGS on to you.

Don't Delay! Consult Your Distributor About This Big Money Maker Today!

Fits into any and all locations . . . adjustable to any height . . . LOWEST price—FASTEST money getter—Capacity—$9.00 per hour—Guaranteed MECHANICALLY PERFECT.

Most generous terms . . . ONLY $7.68 PER WEEK . . . THEREFORE, generous proifts while making payments—no closed territory.

An entirely new idea, with all the skill and every appeal of other rifles, but—in addition, when people shoot this rifle, like "Little Audrey"—they just laugh! and laugh! and laugh!

GET IN TOUCH WITH YOUR DISTRIBUTOR TODAY!

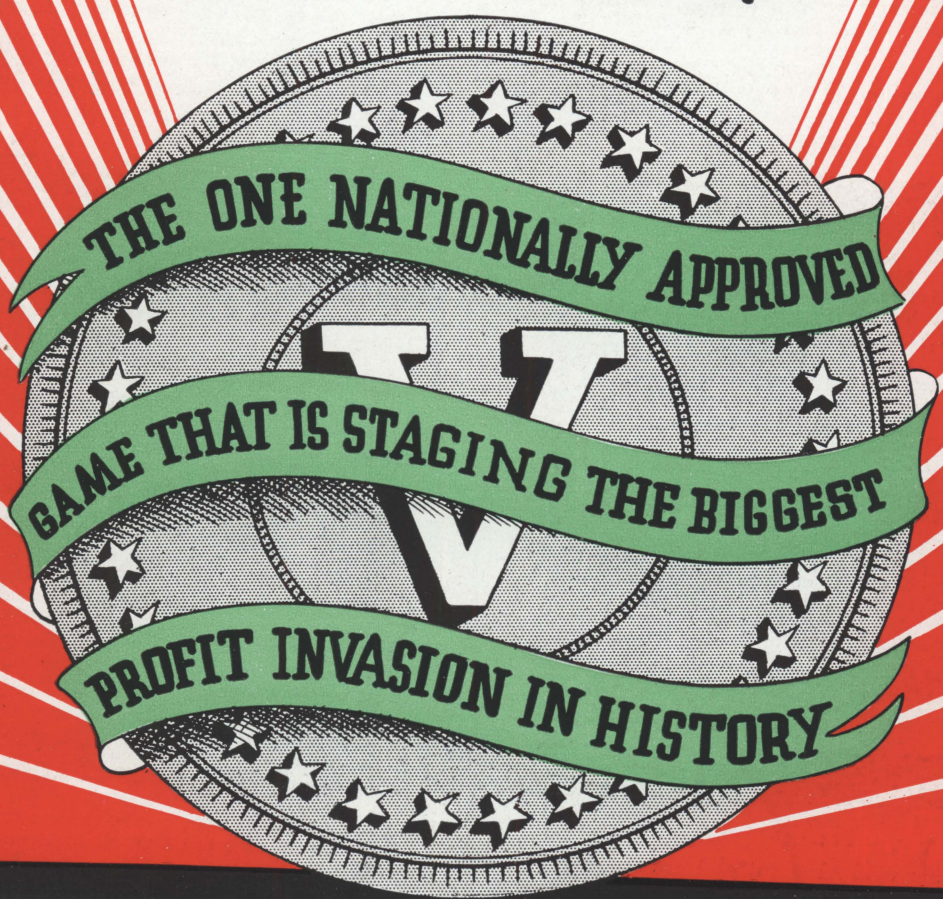
ROCK-OLA MFG. CORPORATION, 800 N. Kedzie Ave., CHICAGO, ILL.

Rock-Ola Precision Products

Enter into the Golden Year OF 1937 FOR BIGGER, BETTER & STEADIER

LEGAL PROFITS!

with a Tried Tested and Proven Money Maker that is Fully Guaranteed



The Game for **TODAY-TOMORROW** and for **YEARS** to Come

THE ONLY LEGAL COIN OPERATED AMUSEMENT GAME BACKED BY A TEN YEAR RECORD OF CONSISTENT PROFIT

...and the Only COIN OPERATED AMUSEMENT DEVICE WITH All THESE Proven FEATURES . . .

● ABSOLUTELY LEGAL EVERYWHERE

The Calcutt De Luxe Aristocrat Billiard Table is ABSOLUTELY LEGAL EVERYWHERE because it is an actual, high quality, standard billiard table with a coin chute attached. This adaptation of the coin chute does not in any fashion interfere with the billiard play. The same action; the same skill; and the same thrills remain intact. The addition of the coin chute and the necessary inside mechanism simply allows a billiard table to become profitable for operation without any attendants.

● UNIVERSAL PLAYER APPEAL

The player appeal of the Calcutt Aristocrat Billiard Table is universally recognized. It is the ONLY coin operated amusement device that is not based on novelty attraction. It is instead solidly founded on one of the world's best liked and best known amusements and its player appeal is enhanced a hundredfold because no attendants are present to disturb the play. Ten years of steady, profitable operation has definitely proved the superior player appeal of the Calcutt De Luxe Aristocrat Billiard Table.

● TRIED AND PROVEN FOR TEN YEARS

The Calcutt Aristocrat Billiard Table is NOT AN EXPERIMENT in De Luxe coin operated amusement equipment. It is the ONLY coin operated amusement device that has been constantly IN ACTUAL OPERATION for over 10 years with an impressive record for consistent, big profits. It is the ONLY game that has been TRIED and PROVEN over such a long period of time and that EARNS MORE MONEY TODAY because of the swing to De Luxe equipment than any other amusement device.

● DEMANDED BY MERCHANTS

The Calcutt Aristocrat Billiard Table is in demand by merchants everywhere! It is one machine that is accepted as a valuable addition to every location because of its outstanding beauty, its tremendous impressiveness, its superior attraction and its steady money-making power. No special salesmanship is needed. Merchants WANT the Aristocrat! Merchants realize they can now offer high class billiard play at economical cost to the player.

● INSTANT, LASTING POPULARITY

The greatest feature that has appeared after 10 great and glorious money-making years for the Calcutt De Luxe Aristocrat is the fact that it INSTANTLY becomes popular wherever placed and that this popularity CONTINUES year after year. This amazing feature can ONLY be found in the Calcutt De Luxe Aristocrat Billiard Table! By eliminating the need for an attendant to collect a charge for each game played, you are enabled to offer high class billiard play at economical cost.

● REMAINS ON LOCATION INDEFINITELY

"Once placed," a nationally famous operator stated, "the Calcutt Aristocrat Billiard Table REMAINS on the location indefinitely!" He also said, "You may as well try to take the merchants fixtures away! He likes the table, his customers like it, he boosts it, he wants it and he'll do everything in his power to make it profitable! He certainly won't let you ever take it away!" Ten years of constant, profitable operation have resulted in a mechanically perfect, fool-proof amusement unit.

● CONSISTENT, BIG PROFITS

There is only one type of amusement equipment that can last over a period of ten years—the kind of product that will earn CONSISTENT, BIG PROFITS week after week, month after month, YEAR AFTER YEAR! That's WHY the Calcutt Aristocrat Billiard Table is ACCLAIMED EVERYWHERE the BEST and STEADIEST, BIG MONEY-MAKER ever built! Ten years of constant, profitable operation have also resulted in ABSOLUTE MECHANICAL PERFECTION—a BIG FEATURE for BIG PROFITS!

● NO EXPERIENCE NECESSARY

No experience is required to be able to operate the Calcutt Aristocrat Billiard Table! It is not complicated! It is not highly specialized! It is not mechanically puzzling! It is not intricate in any fashion! Anyone—man, woman or child can easily operate the Calcutt Aristocrat and earn BIG, STEADY PROFITS! No high pressure sales tactics are required! Many have started with one Calcutt Aristocrat and have increased their business by placing at least one more every week.

● EASILY ADAPTABLE EVERYWHERE

Any place where people gather can be easily adapted to the Calcutt Aristocrat! Locations with beautiful and expensive fixtures prefer it because it harmonizes with beautiful surroundings and will readily make room for it. Locations with cheap fixtures demand it because it enriches such places. Store, clubroom, waiting room, terminal, or whatever the location — The Calcutt Aristocrat is instantly and easily adaptable to the location.

● OPENS PROSPEROUS, NEW ERA

In this modern age with public preference pointedly demanding De Luxe equipment the Calcutt Aristocrat Billiard Table opens a new and prosperous era! It is today PROVEN a secure PROFITABLE investment! Ten Years and thousands of dollars have been spent to assure purchasers of the Calcutt De Luxe Aristocrat Billiard Table SUPER-PROFITS! Get started TODAY—BE FIRST TO PROFIT. By being FIRST you get the BEST locations! RUSH YOUR ORDER NOW!

THE NEW Calcutt De Luxe 1937 *Aristocrat* 5¢ Coin Operated BILLIARD TABLE

Here's what you get . . .

ONE piece solid slate bed. Covered with never-tear billiard felt. Pure white gum standard cushion rubber. Genuine Hyatt pool balls—2¼" in diameter. Balls numbered both sides — standard colors and striped. Cue ball return at opposite end from slot. Four 57" cue sticks—16 to 20 ounce weight. Most modern table design. Regulation pockets with subway track. Positive ball trap with full delivery. A. B. T. No. 400 gyp-proof five tumbler slot. Standard equipment is 15 balls:—2 cue balls—one same size as play balls (2¼"), another 2⅜" ball to complete game with in event of scratch. Rack:—4 cue sticks—chalk—tips—cement—clamp.

NOTE: Standard jobs are shipped with 5c slot—10c slot supplied on request without extra charge.

Both green and purple shades of billiard cloth are in demand, therefore the right is reserved to supply either shade unless color of cloth is specified when placing order.

Specially Priced at

$237.50
4 FOOT BY 8 FOOT TABLE

$262.50
4½ FOOT BY 9 FOOT TABLE

TERMS

$75.00 Certified Deposit with Order. Shipment freight collect sight draft against bill of lading from Fayetteville, North Carolina for Balance.

THE 1937 *Calcutt* DE LUXE *"Aristocrat"* BILLIARD TABLE BEARS THE "GOLD AWARD" *Guarantee* OF PERFECTION

YOU OWE IT TO YOURSELF • • •

. . . to invest your money in a tried, tested and proved profitable product! The type of product that has already created a record for consistent, big earning power! A product that is mechanically perfect in every detail! A product that will earn steady profits for you for years to come.

Such a product is the new, 1937 Calcutt De Luxe Aristocrat Billiard Table. It is the ONLY amusement device in the Coin Machine Industry that has withstood the ravages of Time! It is the ONLY amusement device you can safely buy and be assured of successful, long-time operation because it is ABSOLUTELY LEGAL EVERYWHERE and because it incorporates all the necessary play appeal of modern coin operated De Luxe amusement attraction plus all the many advantages that ten solid, successful years of constant operation have taught the manufacturer.

The whole country wants a TRIED, PROVED, LEGAL, ATTRACTIVE, BIG MONEY-EARNING De Luxe product! It is being offered to you NOW! YOU OWE IT TO YOURSELF TO RUSH YOUR ORDER IMMEDIATELY! Use the convenient coupon at the bottom of this page—DO IT NOW!

(FOR YOUR OWN BEST INTERESTS TEAR OUT AND MAIL TODAY)

THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET • FAYETTEVILLE, NO. CAR.

Gentlemen:

Please rush me immediately ..... (QUANTITY) of the new 1937 De Luxe Calcutt Aristocrat Billiard Tables. Enclosed find ..... (ONE THIRD DEPOSIT)

Ship balance sight draft against bill of lading via _____

Name _____

Address _____

City _____ State _____

★ ★ *Check any one of these four points*

- IDEAS
- QUALITY
- SPEED
- PRICE

YOU GET THEM ALL WITH ROCK-OLA'S 1937 WORLD SERIES

The World's Champion Profit Producer!

Operators everywhere are delighted! No electrical gadgets, so—no mechanical worries of any kind—fully protected under Patents Nos. 2,064,025—1,802,521—1,842,863—1,975,374. The Biggest Forward Step in the Industry! Lasting—Appealing—Fundamental! *For Automatic Territory—Novelty Territory—or Closed Territory!* Mechanically simple—nothing electric except the motor on the starting switch! Easy to understand . . . Follows every rule of baseball . . . Just the thing for the spot that is hard to hold . . . Adds beauty to any location . . . Ideal for the long route! *You don't have to service 1937 World Series!* The baseball season is opening—you may go in with two strikes on you, if you don't hurry! DON'T DELAY! WIRE YOUR DISTRIBUTOR NOW!

★ **ROCK-OLA**
MANUFACTURING CORPORATION
800 North Kedzie Avenue • Chicago

RMC

★ ★

Now! A BUMPER GAME FOR EVERY TYPE of LOCATION

NOVELTY • PAYOUT • FREE GAME • ONE-SHOT

AND THEY'RE ALL BY Bally

CAROM

"BUMPER" ONE-SHOT

CHANGING ODDS! AUTOMATIC PAYOUT!

PAYOUT
$159.50
TICKET: $169.50
F. O. B. CHICAGO
★

You know how Bally's One-Shots take in the money . . . and you know how Bally's BUMPER is sweeping the country! Add BUMPER action to ONE SHOT appeal and you get CAROM—the fastest money-maker you ever saw!

CAROM has the famous BUMPER ACTION . . . fascinating "Magic-Lantern" Totalizer . . . Changing Odds . . . Bally 12-Coin Escalator and Bally's Time Tested Payout . . . PLUS ELECTRIC KICKER . . . and new "Odd or Even" Score System.

Try at least a sample CAROM—and let the cash-box convince you!

54 In. by 26 In.

YOU CAN BANK ON A BALLY GAME

BALLY MANUFACTURI

John A. Fitzgibbons — Eastern Distributor

SKIPPER

"BUMPER" PAYOUT or Free Game SENSATION

All the action and thrills of Bumper, including pinless, pocketless play-field, PLUS Visible Free Game Register and AUTOMATIC PAYOUT! Adjustable for fast 5, 4, 3, 2, or 1 Ball Play!

Skipper is more than a payout game! Awards are "players choice" . . . either AUTOMATIC FREE GAMES (coin-chute operates without coins) . . . or AUTOMATIC PAYOUT!

REMOVABLE PAYOUT SECTION

Comes off in 5 minutes, goes back on just as quick! When off, awards are in AUTOMATIC FREE GAMES only . . . and new device makes a PERMANENT RECORD OF ALL AWARDS redeemed by merchant. MOST FLEXIBLE, ADAPTABLE MACHINE EVER BUILT. ORDER YOURS TODAY!

Only $109.50 COMPLETE WITH REMOVABLE AUTOMATIC PAYOUT

Check Separator $5.00 Extra
F. O. B. CHICAGO

44 In. by 22 In.

BUMPER

44 In. by 22 In.

Bounce back into BIG MONEY on Bally's sensational BUMPER novelty hit! Thousands in daily operation from coast to coast piling up new prosperity for operators!

It's the PINLESS, POCKETLESS, frenzied BUMPER action that does the trick—plus the exclusive "GROWING SCORE" Totalizer with every bump a step in the winning direction! ADJUSTABLE FOR FAST 5, 4, 3, 2, OR 1 BALL PLAY!

Only BUMPER has forty-dollars-a-day earning power. Get your share by ordering BUMPER today!

$64.50 F.O.B. CHICAGO

NG COMPANY
453 W. 47th St., New York, N. Y.
2640 BELMONT AVENUE
CHICAGO • ILLINOIS

ROBBINS' Proven MONEY MAKING VENDING MACHINES

FOR STEADY PROFITS

OPERATE THESE VENDORS

OK GUM VENDOR

Handsome Porcelain Finish

Vends Numbered Gum at 5c. Every ball has a number reading from 1 to 1200

Trade Awards for Lucky Numbers Are 10c to $2.50 Each—Last Ball Receives $2.50

Each Filling of 1200 Balls Takes in $60.00. Pays Out $30.00. Gross Profit, $30 per filling.

Many OK Vendors sell out once and twice weekly!—Get started at once!

INTRODUCTORY PRICE

One OK Vendor with 1200 Balls of Numbered Gum included FREE.

ONLY **$15.00**

1c EMPIRE

Toy and Candy Vendor

SENSATIONAL PENNY GETTER

Equipped with our Patented Toy Vending Attachment. Vends Toys and Candies for 1c.

Operator's NET PROFIT is over $2.00 at each emptying. Many EMPIRES empty 2 and 3 times weekly!

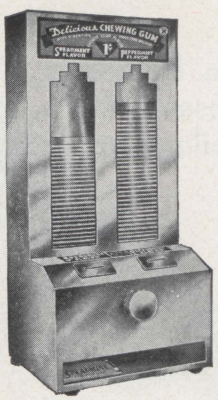
FEATURES: Slug-proof Coin Slot Beautiful Chrome Finish. Yale Lock on Money Box. Same Machine also vends Salted Peanuts, Pistachio Nuts, etc.

INTRODUCTORY PRICE

One Empire Toy and Candy Vendor.
10 lbs. Candy Coated Peanuts.
2 Gross Assorted Toys.
1 Toy Display Frame.

ONLY **$11.00**

1c DOUBLE COLUMN STICK GUM VENDOR



Beautiful Chromium Finish

Capacity: 200 Sticks of FULL SIZE Spearmint and Peppermint Gum

Cost of Gum, Only 25c per 100 Sticks

INTRODUCTORY PRICE

$12.50

With 1000 Sticks of Gum FREE

Note: This machine also vends Wrigley's and Beechnut gum.

Obtainable with 20c coin chutes at $2.00 Extra per Machine

ROWE "SPECIAL"

6 Column 15c Cigarette Vending Machines

Capacity: 150 Packages

Glass windows under each slot expose last coins which were inserted.

Re-conditioned and re-painted just like new. Original cost $75.00 each.

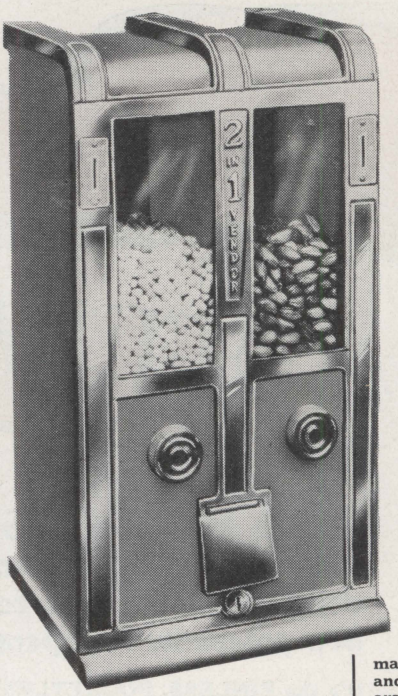
OPERATOR'S PRICES

One Machine **$20.00**

Five or More **$18.00 Each**

Metal Floor Stand, $2.00

IMMEDIATE DELIVERY



SAMPLE $17.50

5 machines	$16.50 each
10 machines	$16.00 each
25 machines	$15.00 each
Floor Stand	$2.00
Wall Bracket with Lock, 75c	

Send Your Order Today

NEW 1937 MODEL 2-in-1 VENDOR

Vends peanuts, pistachio nuts, toys and candy tablet gum, etc. Holds 5 lbs. confections in each column. Equipped with same excellent coin mechanism as Empire Vendor.

Modern design. Requires only 9 inches counter space. Absolutely waterproof. Suitable for outdoor as well as indoor locations. Highly polished aluminum front, baked steel body.

Two individual 1c slots which reject majority of slugs and washers. Separate locks for merchandise and cash. Earns twice as much as a single column vendor. Ball gum vending gear, $1 additional or machine can be equipped with one nut gear and one ball gum gear, at no extra cost.

TERMS—One-third Deposit with Order, Balance C.O.D.

WANTED—JOBBERS AND DISTRIBUTORS WHO CAN DO A REAL SELLING JOB WITH OUR VENDORS. EXCLUSIVE TERRITORY NOW BEING ALLOTTED

Established Since 1916

D·ROBBINS and COMPANY

1141 DE KALB AVENUE BROOKLYN, N.Y.

21 YEARS OF PROGRESS

Please mention "AUTOMATIC WORLD" when answering this ad

A Solid Year ON LOCATION... AND MAKING MORE MONEY THAN EVER!

Exclusive DAILY DOUBLE 50-to-1 JACKPOT

RAY'S TRACK

EARNS UP TO $250.00 PER WEEK

Only race game with DAILY DOUBLE features—special 50-TO-1 JACK-POT, resulting in constant REPEAT PLAY and profits almost beyond belief! Simple ALL-ELECTRIC precision-built mechanism insures TROUBLE-PROOF performance. No tie races, NO SEQUENCES, NO CHARTING, no favorite horses. Rich beauty of matched walnut buffet style cabinet wins a welcome in highest-class, biggest-profit locations.

Take a tip from the smartest men in the business—get on RAY'S TRACK now! Plenty of spots waiting for you!

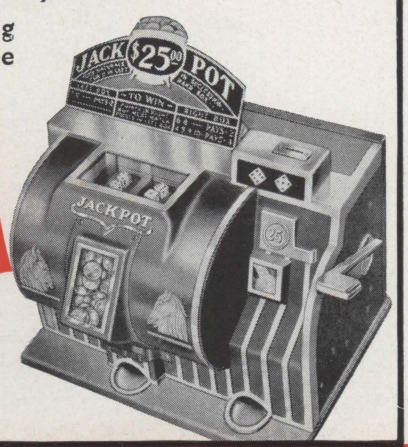
WRITE FOR PRICES TODAY!

RELIANCE

Payout DICE GAME

Genuine true dice whirl and spin as if thrown by hand, duplicating every play known to regulation "7-11" dice game! NEW JACK-POT FRONT displays $25.00 in quarters on Quarter Model, $5.00 in nickels on Nickel Model. This flash feature has boosted play as high as 150 per cent, resulting in $50.00 DAILY NET PROFITS in many sections.

Get your share by ordering RELIANCE today at the NEW LOW PRICE!

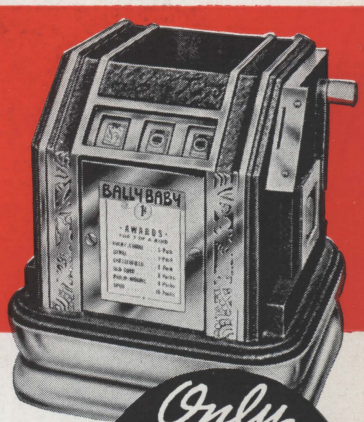


new VISIBLE JACKPOT DISPLAY

$92.50 (NICKEL MODEL) • QUARTER MODEL $92.50 F. O. B. CHICAGO

BALLY BABY

3 games for the price of one



Thousands on location from 6 to 12 months and still coining money for operators. BALLY BABY is the world's smallest coin-machine—requires only 5 in. by 6 in. counter space—but it's packed with play appeal! QUICKLY INTERCHANGEABLE REELS make it actually THREE DIFFERENT GAMES IN ONE!

Only $17.50 COMPLETE WITH REELS, ETC FOR 3 DIFFERENT GAMES

PENNY CIGARETTE GAME • NEW NUMBERS GAME
5-10-25 CENT "SPELLAWARD" TRADE STIMULATOR

Change from one to another in 5 minutes---and every one a winner!
Hundreds of locations in your territory, SO ORDER NOW!

YOU CAN BANK ON A BALLY GAME

BALLY MANUFACTURING COMPANY

2640 BELMONT AVENUE CHICAGO, ILLINOIS

John A. Fitzgibbons — Eastern Distributor — 453 W. 47th St., New York, N. Y.

Flash!

NEW BALLY "BUMPER" HITS ANNOUNCED IN THIS ISSUE

BUMPER • SKIPPER • CAROM

BE SURE TO SEE ALL BALLY ADS

BALLY'S

New ROVER

1 SHOT • CHANGING ODDS • PAYOUT

PAYOUT

$149.50

Ticket $159.50

F.O.B. Chicago

GUARANTEED never less than 2 SELECTIONS . . . up to 7 selections possible! First, Second, Third and Fourth Place awards give player possibility of 28 winners . . . 40-to-1 top.

Brilliant "Ocean Liner" play-field and back-board attracts attention anywhere . . . and that TWO-WINNERS-GUARANTEED feature is proving most powerful "come-on" in years!

Make your ship come in by placing plenty of ROVERS on your route. Every machine carries a cargo of heavy profits for you. ORDER NOW TO INSURE QUICK DELIVERY!

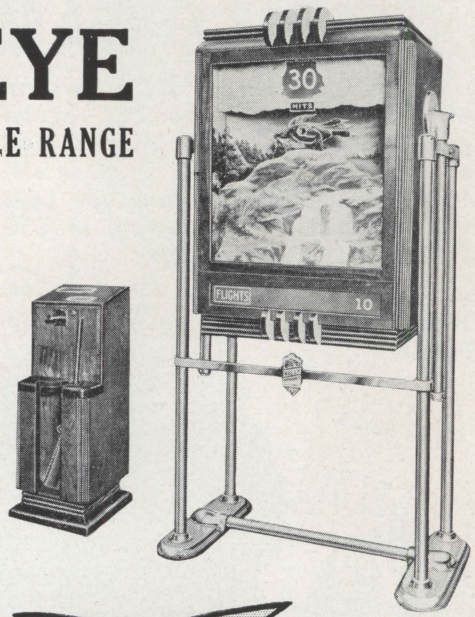
BALLY'S EAGLE EYE

AMERICA'S FAVORITE ELECTRIC RAY RIFLE RANGE

REPEAT ORDERS, pouring in since the January Show, prove the consistently strong earning power of BALLY'S EAGLE EYE! IT'S THE EXCLUSIVE "TRIPLE DUCK" MOVING TARGET THAT DOES THE TRICK! Because the "Triple Duck" principle insures a big nickel's worth of amusement to amateurs . . . and at the same time challenges the skill of keenest-eyed sharpshooters.

Extremely simple ONE-PHOTO-CELL mechanism entirely self-adjusting and guaranteed trouble-proof, as well as 100 per cent cheat-proof. Easily ADJUSTABLE stand permits you to operate BALLY'S EAGLE EYE anywhere . . . without moving tables or other fixtures.

A few BALLY'S EAGLE EYE machines will put you on Easy Street . . . and keep you there permanently. Plenty of locations available to operators who "get going" now!



ON DISPLAY AT LEADING JOBBERS from COAST to COAST

YOU CAN BANK ON A BALLY GAME

BALLY MANUFACTURI

John A. Fitzgibbons — Eastern Distributor

1937 WINNERS

FAIRGROUNDS

Plays 4 NICKELS *per game*

CHANGING ODDS · I-SHOT · PAYOUT

54 In. by 26 In.

Ideal for busy spots, as 4 players can play at once! Each player deposits a nickel . . . each receives listed odds on a winner. BUT YOU DON'T NEED 4 PLAYERS TO GET 4 NICKELS PER GAME . . . ONE PLAYER CAN FEED 4 NICKELS into the chute and collect $2.00 on a 50-cent winner! FAIRGROUNDS operates on 1, 2, 3 or 4 nickels . . . and automatically MULTIPLIES EVERY PAYOUT BY NUMBER OF COINS PLAYED!

28 WINNERS! $8.00 TOP!

Player gets 1 to 7 "selections" for every coin played . . . and can win on Win, Place, Show or 4th Place . . . 28 WINNERS possible on a big, wide-open field, with $8.00 TOP when 4 nickels are played!

FAIRGROUNDS now on locatian earning $10 to $15 per hour . . and choice locations being grabbed up fast! So rush your order today! Your Jobber has . . . Fairgrounds!

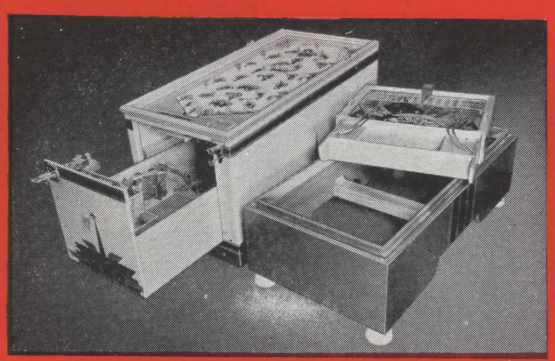


Illustration at right shows extreme PORTABILITY of new style CONSOLE CABINET. Built in 3 sections; quickly, easily assembled.

$194.5

F.O.B. Chic

NG COMPANY

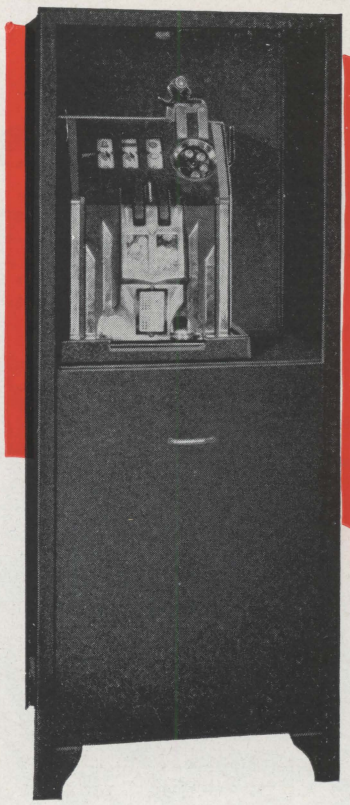
453 W. 47th St., New York, N. Y.

2640 BELMONT AVENUE
CHICAGO • ILLINOIS

WEIGHT IS THE DIFFERENCE between SUCCESS and FAILURE of PROTECTION EQUIPMENT

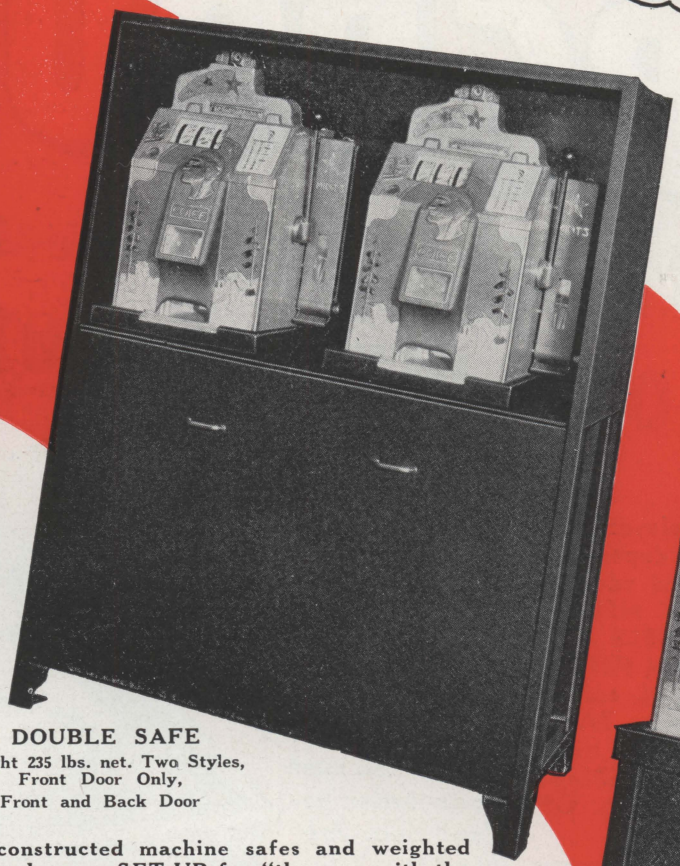
IT'S CHEAPER TO BUY THIS HEAVY EQUIPMENT THAN NEW MACHINES

SEE YOUR JOBBER TODAY



SINGLE SAFE

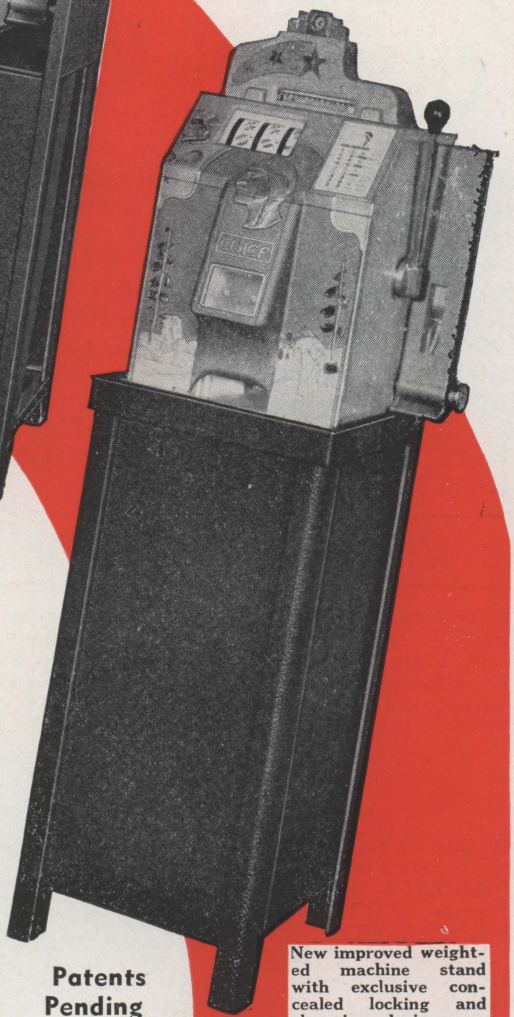
Weight, 145 lbs. net. Two Styles,
Front Door Only,
Front and Back Door



DOUBLE SAFE

Weight 235 lbs. net. Two Styles,
Front Door Only,
Front and Back Door

New machine safes are wider to take side venders—also equipped with reinforced legs. Single safe 20 lbs. heavier. Double safe 30 lbs. heavier.



Patents Pending

New improved weighted machine stand with exclusive concealed locking and clamping device. Weight (not filled) 50 lbs. net.

LIGHT-WEIGHT, cheaply constructed machine safes and weighted stands, that look just as good, are a SET-UP for "the man with the jimmy." That's why Operators everywhere are demanding this HEAVY, BETTER CONSTRUCTED Protection Equipment with advanced locking and clamping devices that has proven 100% protection in the most hazardous locations. Nothing has been spared in making these safes and weighted stands the most dependable on the market. Check this equipment for WEIGHT, CONSTRUCTION, LOCKING FEATURES and APPEARANCE. The further you look the more you'll be convinced that nothing can touch it for SAFETY at the price. IT'S DANGEROUS TO PAY LESS—UNNECESSARY TO PAY MORE.

GREATER WEIGHT MEANS GREATER PROTECTION

There is no substitute for these extra-heavy super-protection units that are stopping hijackers in their tracks from Maine to California. They hold all standard Bell and Side Vender Machines with a VISE-LIKE grip that eliminates movement in any direction. Follow the lead of Safety-wise Operators who are switching to this equipment that provides proven protection.

ORDER FROM YOUR JOBBER TODAY

Delay may prove costly. Lift your machines out of the danger zone with this dependable, super-protection equipment that is outsmarting hijackers in thousands of locations. If your jobber can't supply you, write us direct. We have a large stock for immediate delivery.

CHICAGO METAL MFG. CO.

3720 S. ROCKWELL STREET CHICAGO, ILLINOIS TELEPHONE LAFAYETTE 5754

How the Individual Operator Can Wield Legislative Influence

By R. H. Simpson

"GONE with the wind," are the days when grocer, hardware dealer, insurance agent, manufacturer—in fact, any business man, including the coin machine operator—can feel it is enough to know how to manage finances, sell goods, or secure a location. All business men—operators included—now recognize that they must master the technique of legislative influence.

Every legislature brings at least one, perhaps many, threats to every individual business. In self-defense, the business man must learn how to protect himself.

The dangerous situation may concern, instead of a legislature, a city council, or a board of county commissioners. The necessity remains the same. The business man must prevent himself from being made the goat.

As salesmanship has its special technique, so has legislative influence. Some of the fundamental principles and methods should be understood by every operator.

Inducing a restaurant, night club, or other location to do business with him, the operator appeals to the profit motive. The prospect is interested in making more money—so the operator paints a picture of the profits his machines will make.

Legislators—and this goes, too, for councilmen and county commissioners—are interested in—votes. Of all elected officials, at least nine in ten hope to be re-elected to the same position, or to go on to a bigger elective office.

Any legislator pauses a long while before voting for, or against, a bill, when his action will mean the loss of a lot of votes. It becomes easy for him, as a typical human, to vote in a way he knows will please people who, politically, are important.

The great majority of voters, once they have elected a man, are absolutely and permanently silent—until another election. So far as any expression goes, the legislator, at his desk in the general assembly, could easily feel he was completely forgotten.

So—letters to legislators are important. The recipient usually will figure that if one of his constituents writes him, in a certain way, he can conclude there are others, who do not write, feeling the same way. Many a time, a legislator, making his mind up on a measure about which he does not know very much, has put letters for it in one stack, those again in another—and let this simple "poll" decide his vote.

Of course, the legislator will, from habit, resort to the device which politicians call "weighting." This means that certain letters will count for much more with him than others. Generally speaking, a letter is influential in proportion to the number of votes which it seems to represent.

Here is a letter from Joe Dean, a clerk in Johnson's Grocery. "Joe is a nice boy, but he doesn't count for much," the legislator may reflect. The next letter, however, is from Big Jack Hogan. Hogan is a "mixer"—owns a business with fifteen or twenty employees, is an officer of the Chamber of Commerce, Kiwanis Club, Elks. Hogan can control a nice little block of votes for any man, in any election.

The effective coin machine operator, having personally written a letter, doesn't let it go at that. He sees various influential men, and, one after another, they listen to him, and consent to write letters themselves. Of course, our versatile "op" will, in various cases, offer to write the letter himself, dictating it to the friend's stenographer, or sitting down himself to the typewriter.

The friend will appreciate this service. And the letter written will be couched in effective language.

Still another fast plan is to write the preamble and body of a petition, then go up and down Main Street securing signatures to it. Tip—make the introduction as brief as possible, so that business men quickly can read it.

It isn't hard to secure petition signatures. There is an authentic story about several hundred citizens who, solicited, signed a petition which ordered their execution!

However, the good petition-worker counts it a part of his job not only to get the signature, but, in doing so, to really sell the signatory on the justice of the petition.

The petition should be sent by registered mail, or—better still—delivered in person to the legislators by a committee. Usually, the instrument will be addressed to the representatives and senators of the district, instead of to the Legislature as a whole.

As an asset in legislative situations, every op should carefully build a reputation for himself in his community. This needs only quiet, simple effort—belonging to important organizations, assisting in community enterprises, paying one's bills promptly, getting one's name into the local paper in a favorable way from time to time.

Ops who have such community standing cash in on it with promptness when a legislative or city-ordinance situation arises.

Legislators like to receive complimentary letters, too. It is good psychology to write them, from time to time, complimenting them on their stand on various measures.

Even more powerful for quick results are telegrams and long distance telephone calls. Legislators often declare, with expressive phrases, that they never pay any attention to telegrams. "I know that some association secretary has ordered them sent, and so I just throw them in the wastebasket." If the legislator speaks with some feeling, it is doubtless with good reason—more than once, probably, an effective fire has been built under him with telegrams!

Long distance telephone calls are even more effective. They mean the legislator, often, must leave his desk to go to the telephone. He feels that there must be powerful feeling, else the expense and time of a long distance call would not be incurred. And over the telephone, the constituent can insist on the legislator's definite position and promise.

In legislative strategy, it is always valuable to find where the opposition to a bill is concentrated, if one is sponsoring legislation; or, if one is fighting a measure, who the people are who are promoting it. In the answer is often the key to the efforts necessary successfully to checkmate.

These are some of the simple principles of legislative influence. Every op owes it to himself, and his industry, to acquire facility in this field.

"Best Spot" Contest Is Effective Promotion Idea

By John B. Winthrop

The "best spot" contest is a very ingenious idea that a Southwestern "op" has devised. It accomplishes two results. It places his machines in the best spots, and, doing so, secures the interest and co-operation of proprietor and employees.

A typical contest was held in a suburban drug store. The proprietor, who had opened up in a new location, was glad to have the machines put in. The op asked him, in a friendly way, what he considered the best spot in the store.

As the discussion got under way, the op tactfully drew into it the two salesmen, and the prescription man.

There was a sharp difference of opinion. The op had his opinion, too.

Finally he said, "Suppose we hold a little contest—trying out, for a week apiece, each one of the spots. I'll buy the winner a box of ——— cigars."

The contest determined not only what was the best spot, but the next best, and the third in results.

"Of course," grinned the op, reporting his experience, "the druggist, and his boys, all were interested in the contest, and did some quiet boosting on the side—I've no doubt of that, for every location did uncommonly well. However, I believe that the final results really did show the relative value of the different spots.

"You ask me if my judgment was best. I'll be honest with you—it was fourth best. It just goes to show that no matter how much theory and experience a coin machine man has, he can't always judge what will make the best spot.

"This little contest idea gets me very well acquainted with the people around a location. The prize that I give I always buy from the druggist, or other location, if it is feasible—that secures some good will, also.

"The plan isn't copyrighted!"

This operator has applied the idea to choice of stock. Will peanuts, pecan meats or pistachio nuts go the best? The issue is put to a test, and the winner gets some little prize which the operator offers.

Of course it costs a little something to hold contests, but the amounts are trifling and any good location not only will warrant the expenditure but will almost instantly yield much better returns because of the promotion.

This same operator, having a difference of opinion with a location over the best spot, and the contest idea not being feasible, will propose a test of each spot, offering, "If your choice is better than mine I'll buy your wife a box of chocolates."

Out of disagreement comes a friendly contest, and no matter what the outcome, both the operator and the location win.

"Is Maude still looking for her ideal man?"

"Good heavens, no! She's too busy looking for a husband!"

WHY'RE THE WIRE FACTORIES BUSY?

Ray Moloney, president of Bally Manufacturing Company, knows the answer to that question. "We have used over 8,000,000 feet of electric wire on 'Preakness' alone," Ray stated, "which is approximately 1,500 miles of wire—a line of wire stretching from Philadelphia to Denver."

"Preakness" was introduced by Bally early in the fall, and is said to be one of the most successful one-shot changing odds payout games ever built. In addition to "Preakness," Bally is reported in heavy production on two new one-shot odd-changing games—"Rover" which guarantees no less than 2 "selections" per game and "Fairgrounds" which features a multiple coin-chute operating on 1, 2, 3 or 4 coins per game.

Few modern masculine hearts are broken. they either dry up from lack of exercise—or wear out from overwork.

WHEN ASKED FOR HIS PHOTOGRAPH BY THE PHOTOGRAPHER, Meyer Wolf insisted that it be taken with his favorite, Exhibit's Chuck-A-Lette. "We're going places together in the East," said Meyer Wolf. "It's a great machine."

Sell the Public the Vending Machine Habit ◆

By H. R. Simpson

Put them in a row as they come, school child, working man, stenographer, doctor, and the rest—twenty run-of-mine vending machine customers—and investigate them. You will find at least three in four have the vending machine habit. They do not drop in their penny or nickel once in many weeks, but several times a week—perhaps half a dozen times in a single day.

Simply on habit they buy merchandise from machines. They are the kind of customers who make the merchandise machine business the substantial, widespread industry it is.

Immense as is the volume of candy, gum, nuts, and other merchandise sold by coin-operated machines, it is small beside the potential volume. These consumers with the coin machine buying habit could be 1000 per cent as numerous as they are.

The great opportunity of the industry is to spread the habit. There are a number of skillful ways this can be done. Every op should understand them—consistently practice them in his territory.

Recently a research specialist visited two small cities about 50 miles apart. He reported that in E——— comparatively little merchandise was going out through machines. However, in S———, a large volume, easily five times as much as in E———, was being distributed.

The history of coin machine business in these two towns reveals a great principle. Where S——— has always, for 20 years, had aggressive, intelligent operators, E———, such have been the breaks, has always been poorly served. The number of merchandise machines in E——— today is not over one-third the number in S———.

The more merchandise machines are on locations, the greater will be the underlying force operating to establish the vending machine habit in consumers. The more machines that are here and there about a community—we are assuming only average skill in placing them—the more opportunities the public will have to try a machine a first time. The more people who use a machine once, the greater the number which will form the habit.

Moreover, too, the greater the machine circulation in a town, the faster will the habit develop in an individual, since, no matter where he is, there is pretty sure to be near at hand a vending machine.

Operators all over America should be strong for the placing of numerous machines. This should apply not only to number of locations, but to number of machines placed at the individual tavern, drug store, dance hall, or other place. The more machines there are in a store or other business place—again assuming only average skill in selection of spots—the more people, visiting that location who will sample a machine. And the greater the number of such samples, the greater the number of consumers who, eventually, form the habit.

The operator whose efforts are based on an attempt to make the largest average profit per machine is absolutely on the wrong track. The proper objective is the greatest profit per location—and this means the largest feasible number of machines.

Operators of merchandise machines should be very partial to stores and other locations adjacent to school buildings. Zealously, they should try to make arrangements for machines in schools. The larger the number of children who form the vending machine habit, the better will be the business for operators of ten and twenty years hence. Let's form the habit in the American school child on a universal scale.

The habit of some vending machine customers takes the form of using pennies, received in change at lunch, for example, in a nearby machine. For this reason, the more coin machines which can be spotted close to cash registers, the better. And, on such machines, let a modest, but very suggestive notice be placed.

"Those pennies you receive in change! Top off that nice meal with delicious nuts."

The other day a soda fountain manager reported that, by recommending the practice, he had trained a lot of regulars who, getting a fountain drink, habitually put a penny in the nut machine, and went away munching pistachio nuts.

When an operator puts machines in an office building, a campaign in large offices will greatly add to his immediate business—help to form the habit in many. It will cost something, of course, to give out samples to the employees, but it will pay large dividends later on.

Sell the habit to consumers! Having done that, the industry will find profits taking care of themselves.

A. M. A. OF IOWA

The AMA's "Messenger" has been a welcome visitor in the offices of AUTOMATIC WORLD.

This leaflet which is issued by one of the most progressive and alert associations in the country presents news of interest to all operators who are working toward better conditions in our great industry. They are working together in regard to laws which are being put before the state Legislature. Their efforts should be backed by every operator and distributor in the state. There is some discussion also about a bill to license operators in Iowa. The sheet, which is mailed out from Secretary Merriam's office in Des Moines, also carries ads from Iowa ops and distributors.

This association is to be commended upon their intelligent and industrious efforts in the interests of the coin machine industry.

OKLAHOMA SUBSCRIBER COMPLIMENTS WORLD

C. C. Crenshaw of Nowata, Okla., in sending his subscription renewal comments, "Don't know whether my subscription is due yet or not, but the magazine is so good, I can't do without it."

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.
An independent nationally circulated journal published monthly in the interest of the Vending Machine and Coin Operated Device Industry of America.

OSCAR J. BRANCH - - - - - Editor
AARON SMITH - - - Business Manager
(Miss) J. E. ECKERT - - - - Assistant
W. C. DILLON—Chicago Representative—Franklin 4094

Subscription Price:

One Year $1.00
Three Years $2.00
Canada, One Year $1.75

Advertising Rates Furnished Upon Application

THE NATIONAL MAGAZINE OF THE COIN MACHINE INDUSTRY

IMPORTANT NOTICE TO READERS
OUR RESPONSIBILITY

AUTOMATIC WORLD does not assume responsibility for views and opinions expressed in its columns other than those contained as editorial on this page or signed by members of its staff. In order to make this publication of the utmost value to its readers it is our policy to open its columns to its readers and to its advertisers for a fair and free discussion of any and all subjects which may affect the welfare of the coin machine industry. These discussions are given the widest latitude and may concern any of the various phases of coin machine operation, or they may relate to the manufacture, purpose, type of construction or method of operation of coin machines. But they are accepted and published, not as sanctioned or indorsed by AUTOMATIC WORLD, but as the statements or opinions of the writers.

WHICH SHALL IT BE?

During the past few days, there have come to the desk of the editor of AUTOMATIC WORLD no less than a score of newspaper clipping from nine different states, condemning either the operation of marble boards where minors are allowed to play or slot machines, or both. With one exception, these were metropolitan papers. If the metropolitan press in the other 39 states were heard from and added to it came the thousands of small town weeklies, religious and educational journals, one can scarcely realize the volume of the storm which is brewing in opposition to this industry.

AUTOMATIC WORLD knows that this is not a popular subject to discuss in a coin machine magazine. It even knows that any alarm over this situation will have a temporary ill effect on its own business as an advertising medium for the industry. And so, it is not as a matter of being sensational or drawing special attention to the AUTOMATIC WORLD that these lines are written. It is for the reason that our firm conviction is that the sooner the industry as a whole faces the stubborn facts, the sooner will it set about to turn this swelling tide of condemnation to a friendly acceptance of, at least, many of these amusement games.

A careful reading of the clippings discloses that in a large majority of the cities where complaints were made by the press, the outstanding cause was that operators and location owners allowed the machines to be played by minors. In many instances machines were placed near the schools and in practically all the others the charge was made that minors, and sometimes even children, were permitted to play the machines. And regardless of our claims, the machines are referred to as gambling devices when money or prizes are at stake.

Now, this matter of school children and minors playing coin machines, is clearly and easily within the power of operators and location owners to correct. It does not require a keen mind for anyone to see that a marble table or slot machine near a school will arouse the antagonism of parents and teachers to the boiling point. One such machine in a city, with its effects discussed and magnified in parent-teacher and other women's organizations, is enough to start a wave of protest which will sweep the entire city.

This is precisely what has happened in some of the cities where newspapers are protesting, and it will continue to happen as long as there is a short-sighted operator to defy public opinion.

From what has been said, the remedy is clear, and it is in the hands of operators. Let them see that they are destroying their own business when they place their machines within the reach of youth. That no matter how profitable such a machine may be for a time, it will eventually arouse such a storm that not only that particular machine, but all machines in that town will be outlawed.

If you are operating an objectionable machine anywhere, take it out immediately. If you have a location owner who is allowing minors or children to play it, see to it that he ceases such practice at once. If you cannot make him see that he is destroying his own profits and yours, then take out your machine. It is better to lose the profits on one machine than on all you have.

If you have heard something new or different about operating or a better way to promote friendly relations with Mr. and Mrs. Public, pass it on to your brother ops through Automatic World.

About this time of the year ops in many states are beginning to think about state conventions. If your association has in mind to hold a meeting in April, write Automatic World and let it carry the announcement in its next issue.

New Orleans and Louisiana News

CONDUCTED BY ADAM LEIDENHEIMER

Ole Man River just keeps on rollin' along. For floods mean little to Louisiana. Strong levees that rise high above this state's lowlands give a feeling of security that keeps business humming throughout the state while people elsewhere hear all kinds of rumors about "muddy waters 'round our feet."

And truely folks, it's funny that so many relatives of people who live in Louisiana write and telegraph requesting that they leave before the river breaks in and floods them. The writer is now 33 going on 34 years, a lifetime resident of New Orleans and has yet to see water in the streets of New Orleans that resulted from a levee break or overflow.

Early in February, New Orleans forgot about floods, forgot about business, forgot about everything and put on the greatest Mardi Gras in its history. At least 100,000 visitors came to help take part in the big celebration and celebration it was for the coin machine operator as well. So good was play with most machines that operators would have been satisfied if the expected Lenten let-up had actually occurred but it didn't happen. As a matter of fact, interest remains at holiday high pitch and in many instances, has even increased as many new machines lend renewed thrill.

Take for instance, New Orleans' two big sportlands. At the Sports Center on St. Charles street, Manager Jack Sheehan has increased his machines on location by more than 100 per cent in the past two weeks and he is still in need of more equipment as such new ideas like Bumper, Rover, Globe Trotter, Ten Strike, Pokerino and a few others keep that location always filled with crowds of players. At the other big playland, that of Harry Batt on Canal street, all old machines have been discarded with the re-opening on February 8 of a thoroughly renovated and modernized interior and exterior. A showplace of the city, Harry has placed no less than a dozen new ideas on location and reports the change worth while.

Out in Southwest Louisiana, the oil boom continues as in North Louisiana where production has stepped up to the equal of any field in the entire country. This means rising real estate value, more money and generally happier times for all living in these sections. And no less enthusiastic are the machine operators in the vicinity of the new oil centers such as Lake Charles, Crowley, Shreveport, Rodessa and other cities that are growing up almost overnight at the cry of "black gold."

The continued rise in value of four important staples of the state, cotton, sugar, rice and lumber, add to the better feeling and account for good business in areas where each governs the living conditions of that section. The second or third largest lumber producing state in the Union, Louisiana cannot help but feel the joy of prosperity as lumber, pine and hardwoods, reach the highest prices since the World War. No wonder the state is happy in spite of the high water scares.

* * *

Ben Neuhauer, Wurlitzer operator at Thibodeaux, La., is one of the busiest music men in the state. Ben now has one of the finest lineup of locations in the Pelican State and says that he still has plenty to do before he is satisfied to call it a real accomplishment.

* * *

Jerry Germenis, Louisiana distributor for Wurlitzer, has disposed of a full car of new phonographs within a month of purchase and then topped off a great beginning for February by selling 63 Wurlitzers in a 24-hour period. And for further credit, the largest individual sale was a dozen machines to Buster Clesi and the remainder ranged in sales of one to five to more than a dozen parishes in the state.

* * *

Two popular young Louisiana operators, Sam Gentilich and Ed Kramer, have announced the opening early in February of a new office in Mobile, Ala., for distribution in that territory of machines of Pacific Amusement Company and Gottlieb and Company. Found in New Orleans about ten days after opening the new office, Ed Kramer says that he has found both PAMCO and Gottlieb products in keen demand and that no less than a dozen of the largest operators in South Alabama and Northwest Florida have already paid them visits to take on new equipment from these lines.

* * *

In Louisiana for several days in mid-February was Sam May, head of the Western Equipment and Supply Company. In conference with the American-Southern Coin Machine Company, state distributor for his firm since December, Mr. May was highly enthusiastic over prospects for the new sensational payout table, Grand Prize. The Louisiana firm already has sold several of the machines through its first sample machine, operators buying without further proof that Grand Prize will be a record-breaker for Western.

* * *

Louis Boasberg of the New Orleans Novelty Company says that with the electric rifle craze now sweeping the country, America will have nothing but sharpshooters for the next war. Louis has just installed two new rifle ranges in the firm's sport center, including a Rock-Ola Tom Mix with a cigar for all perfect shots. A visitor at the firm's office recently was E. M. Straughn of Baton Rouge who says that he is pleased with conditions at the state capital where the town is now in full swing after some temporary interference.

* * *

Julius "Black Derby" Pace, genial president of the New Orleans operators association, and statewide distributor for Bally, is highly elated over the tremendous play the Bally products are getting in this territory. Of course he is getting his biggest thrill out of Fair Grounds, named after the great race course of New Orleans and in honor of the fine work done by his big Dixie Coin Machine Company which is opening a fine new office and display room at Poydras and Dryades streets that compares with the best looking coin machine rooms in the country. Coming back from the big convention with a bad case of flu, President Pace has now fully recovered, presiding over one of the best meetings the

New Orleans Association had held in a long time on February 2. Secretary Jules Peres, who couldn't let the president get sick without him, has likewise recovered from the flu.

* * *

Stopping over in a half dozen Louisiana communities in February to call on many of his old friends, giving his usual good advice and representing the interest, quite naturally, of the Electro Ball, was Arthur C. Hughes, manager of the music sales department of the big Dallas house. Arriving in New Orleans on Saturday before Mardi Gras, Mr. Hughes was joined by his old friend Ed Stern of the J. P. Seeburg Company. Both stayed over for the big carnival period and enjoyed the parades and masking along with doing business.

* * *

New Orleans wasn't the only place where crowds jammed the streets for Mardi Gras. Over at Lafayette, thousands took part in the biggest carnival day ever seen in that rapidly growing community. Operators there did a fine business but frankly admit that there has been some let-up since. The Bertuccis over at Biloxi and Gulfport also reported a big Mardi Gras business on the Mississippi Gulf coast.

* * *

At Plaquemine, La., thriving community on the Mississippi river, and Bayou Lafourche, Julian A. Persons, district agent for distributing of Wurlitzer phonographs, reports exceptionally good business with operators jamming in from the rice and sugar country to see what the new big 16-record Wurlitzer has to offer. Editor of the city's big newspaper, "The Iberville South," Mr. Persons regularly devotes a full page to advertising the Wurlitzer accompanied by a large cut of the new 16-record machine and names the largest operators in that section of the country.

* * *

Just like fine old wine, the Gottlieb favorites, Derby Day, College Football and Hit Parade grow better day by day. Everywhere in the Pelican State operators are reporting peak business with all of these machines and say that they have made more money already off them than any predecessor. "Players often comment about the thrill of playing our Derby Days," one large operator says. "We have since placed on location several more recent models and except for the novelty of a new idea, players were soon back to the Derby Days and satisfied that here was a product good enough for them."

KAHN OF STANDARD APPOINTS WARD SPECIAL REPRESENTATIVE

Mr. Jerome J. Kahn, president of the Standard Transformer Corporation, manufacturers of Stancor Univerters, the original power pack used by the great majority of pin game manufacturers, announces the appointment of Mr. Joe Ward as a special representative in the Univerter Section. His duties are to contact operators and distributors throughout the entire United States.

Mr. Ward is equipped with a Ford Coupe and in it carries complete testing equipment, which enables him to definitely illustrate the operation of any game employing a power pack for power. Part of this equipment includes a transformer from which any voltage from 0 volts to 135 volts may be obtained. With this variable voltage transformer he is in a position to duplicate any line voltage condition which may be encountered throughout the country. This test is valuable, especially, in knowing whether or not a game will operate satisfactorily on sub-normal or abnormal line voltages. The balance of the testing equipment includes necessary meters for determining the voltage output of the power pack employed in the game, the actual voltages across all relays, solenoids, lights, etc. The resistances of the various wiring may also be measured. This, together with various currents which he is able to measure with the instruments allows him to determine the drop in voltage in the wiring of the game. This complete test assures not only the distributor, but the operator, that the Stancor Univerter recommended by Mr. Ward will most satisfactorily operate the game.

Many operators have already written the Stancor plant advising them of the splendid service this equipment has rendered and that it has put them in position to become better acquainted technically with their games. It has assisted them in a complete understanding of the functioning of the electrical circuit of the game itself.

Robert Updegraff advises people without much capital who want to go into business for themselves to think of jobs that might be classified this way:

1. Things people need to have done for them.
2. Things people dislike to do for themselves.
3. Things that will entertain people.

GEORGE R. THAYER, JOBBER OF BINGHAMPTON, N. Y., SENDS A picture showing installation of a target on top of a telephone booth. It is an Exhibit Shoot-A-Lite.

Rock-Ola Rhythm King Plays Perfectly After Falling off Moving Truck

B. D. Lazar, Rock-Ola distributor of Pittsburgh, Pa., relates an occurrence involving a Rock-Ola Multi-Selector phonograph, that serves to show the remarkable amount of abuse that instrument will stand, and still be "ready to go."

Says Mr. Lazar, "During the Christmas holidays, we received a hurry-up call from a well-known bank here in the city, for a phonograph to be placed in their lobby for use in promotion of a "new business" campaign. The call came in just as we were finishing the loading of a large truck, the only one then not out on a trip, so—the Rhythm King was selected for the bank, and was the last piece to go on the truck, which was then sent on its way.

"In our haste of loading, we apparently failed to securely fasten the door of the truck, because when it arrived at the bank, the Rhythm King was missing. There was nothing for the boys to do but retrace their route in search of the machine.

"In the meantime, an operator of another make of phonographs had found it, and had driven several miles out of his way to deliver it to the largest operator of Rock-Ola machines of his acquaintance, thinking that it must have been lost by him. As the Rock-Ola operator was not the loser, he phoned to tell us of having the machine, while our drivers were still in the office, after having reported its loss.

"Hearing how the machine had been found, it could be pictured in our minds as nothing but a wreck, because we knew the height from which it had fallen from the moving truck to the pavement. The men were sent after it though, with instructions to bring it in, so that we could at least look it over.

"We did find the cabinet damaged, but as apparently nothing had happened to the mechanism, out of idle curiosity, we plugged it in to see if it would play. It did, and played the entire 12 records as unfalteringly as if nothing had happened.

"Now we have been Rock-Ola distributors from the very first. Thousands of them have passed through our hands, and we are pretty well acquainted with them, but the apparently perfect mechanical condition of this machine, after what it had been through, amazed us."

Rhythm King Plays Perfectly After Fall

PAYOUTS POPULAR BALLY REPORTS

Despite the current boom on novelty games, automatic payout one-shots continue to maintain their popularity, according to Ray Moloney, president of Bally Manufacturing Company.

"It's a daily struggle," Ray stated, "to keep up with the demand for our Fairgrounds one-shot. Some very remarkable earning figures are being received, indicating that the Fairground four-nickels-at-a-time coin chute is getting all four nickels at least eight out of ten plays. The new 'legless' console cabinet introduced in Fairgrounds is also proving a very popular feature, opening the doors to many high-class locations which have not welcomed ordinary pin games.

"In the single-coin class, our Rover one-shot is steadily gaining popularity. Its guaranteed two selections feature and unusually juicy-looking array of odds evidently has the right appeal to get a consistently strong play. From every indication to date, Rover will have a run rivalled only by the sensational Preakness game.

"Incidentally Preakness continues to hold first place in the affection of Bally one-shot operators. Introduced early in the fall of '36, it is still in big demand. Operators tell us that many Preakness machines on location for the past four months are still earning new-game profits, and accordingly they are still adding Preakness to their routes."

Concentrate on your job and you will forget your other troubles.

WESTERN EQUIPMENT USING EPCO

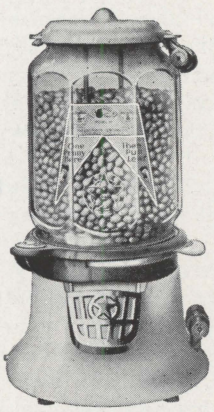
Chicago.—The Electrical Products Company of Detroit triumphantly announces that the Electropak is being used by 96 per cent of the manufacturers in the automatic industry. Recently the famous Western Equipment and Supply Company joined the ranks of Epco users. This was in accordance with Mr. Jimmy Johnson's, head of this company, personal policy of giving the operators only the best equipment. All these other manufacturers, as well as the aforementioned executive, who constitute the 96 per cent using Electropak, feel that a game cannot operate reliably no matter how clever its playing design, unless the power unit which is being employed has been perfected to the highest degree. It is for these reasons that the coin machine industry has accepted the Electropak, as well as all other Epco devices.

Mr. Chereton, brilliant engineer and chief executive of the Detroit firm says "Our engineers realize the problems confronting every individual manufacturer. It has been paramount in their minds that only by giving complete service to the individual manufacturers could he progressively develop in producing more extensive devices. I look with great pride upon such developments as the photopak that is being used by the majority of manufacturers of amusement devices, which are based upon the photo-electric cell principle. Also I wish to add to the Electrical Products Company laurels, the Epco fuse eliminator, the Electrolok and the Adaptopak. I am firmly convinced that if my organization is given the opportunity to co-operate along these lines, that the future of the automatic industry holds untold possibilities. No brilliant creation no matter how practical its purposes, is worth while unless it assures absolute operating reliability, and in regard to this fact I refer to the concrete evidence of past performances when I say that all Epco devices render this type of service."

The REWARD of

DEPENDABILITY
ATTRACTIVENESS
LEADERSHIP

INCREASING PROFITS FOR "COLUMBUS" OPERATORS



MODEL "M"

A sure winner of larger profits for Southwest operators.

Bring your route up to date with the "Columbus" line of Merchandise Vendors —earn the reward of larger profits from the dependability, attractiveness and leadership of these popular profit-makers.

"Columbus" Machines are dependable. Fine workmanship and materials are your assurance they will stay on the job, earn steady profits day after day with a minimum servicing time and up-keep cost.

"Columbus" Machines are attractive. Their modern design, the appealing display of the merchandise in the clear glass globes, and their eye-arresting colors command instant attention and continuous play.

Operators everywhere acclaim the leadership of "Columbus" Machines. They know from experience the merits and the profit-making possibilities of this popular line of vendors.

Write for Free Booklet describing "Columbus" models in detail.

DISTRIBUTED BY

F. C. EWING COMPANY

"THE OPERATORS FRIEND"

P. O. Box 851—Phone 2-8648

1414 E. Lancaster **Fort Worth, Texas**

Sun's Rays May Be Utilized

Dr. Charles G. Abbott of the Smithsonian Institute believes there is latent power in the sun's rays that will in the future be used for many purposes. Perhaps, heat or cool your home, cook your meals, provide current for lights and many other useful purposes.

"Dr. Abbott has invented a contraption of reflecting mirrors and tubes that yank energy directly from old Sol himself, which may revolutionize the entire power industry."

He states that 40,000 horsepower may be developed through large machines. Some of this power may be stored in batteries for use on cloudy days and night when the sun is not shining.

The machine is simple. It consists mainly of convex mirrors made of aluminum. These concentrate the suns' rays on very small tubes of liquid, heating them to 400 degrees Fahrenheit. This substance is passed through a boiler creating steam.

If Cab Calloway should marry a Chinese girl, would their children be yellow cabs?

REMARKABLE PROGRESS OF TEXAS NOVELTY CO.

This is a picture of Mr. Clem of the Texas Novelty Company, Beaumont, Texas.

The Texas Novelty Company was established in 1915, and began business as an operator of mechanical coin operated pianos under the direction and management of the late Edmond D. Clem, who was also sole owner of the business.

During the year 1918 they moved to their present address—1160 Laurel avenue, in Beaumont—where a complete shop is maintained for the maintenance and repair of their own equipment. With the advent of coin operated phonographs, the company gradually branched off to this end of the business.

At the death of Edmond D. Clem, in the year 1933, Michael D. Clem and Theodore D. Clem took over the management of the business. Under the present management, the company has gradually expanded, until they have in operation at the present time approximately 1,500 phonographs of all makes and styles.

The Texas Novelty Company recently purchased for cash a full carload of the new Rock-Ola Rhythm King Multi-Selectors.

ROCK-OLA'S "RHYTHM KING" SELLING

When a customer comes in to buy a few merchandise vending machines, and leaves an order for 25 music boxes, that's real salesmanship.

Credit for a sale like that goes to Harry Sacks, Cleveland Branch Manager for the Markepp Company, leading Ohio distributors.

An out-of-town customer who has a route of merchandise vending machines, came in to buy some new equipment. After booking his order, Sacks persuaded him to listen to a demonstration of the new "Rhythm King." It didn't take any real selling after that," reported Sacks, "to book his order for 25 music boxes."

WURLITZER FACTORY REPRESENTATIVE ACTIVE IN FLOOD RELIEF

Mr. J. H. Payne, Wurlitzer factory representative for the State of Ohio, residing in Newark, Ohio, gave a vivid, personal account of flood conditions in that state in a letter to Homer E. Capehart, Vice-President of The Rudolph Wurlitzer Company, North Tonawanda, N. Y.

Extracts from his letter reveal the human side of the disaster and suffering brought to thousands and thousands in the flood-stricken area. Portions of his letter read as follows:

"I have seen this Ohio Valley flood from Pittsburgh to Cincinnati and, believe me, have seen enough of that kind of water to last me a lifetime.

"I have seen boat rescues of two to twelve people from houses that a few hours later had only the chimneys sticking out of the flood.

"Licking County in which Newark is located has contributed over $15,000 and more than 100 tons of food and clothing and yours truly has personally seen over 40 tons of it placed in the hands of sufferers.

"Thursday I took a caravan of three trucks to a little town of 4,000 population three miles up the river from Ironton that had not had any food since Sunday except what the farmers in the county had brought in. They were trying to feed 1,000 people two meals per day in the big District School—sleeping 600 children and 300 adults in the building on the floor on matresses and blankets.

"They were doing their cooking in four large, old fashioned soap kettles set under a hastily erected shed near the building, feeding the fires with wood. Boy! Oh! Boy! how they were making STEW!

"Our trucks were the first to get to them and to see the appreciation of those people was worth all the work we did.

"Mrs. Payne has directed the work of 100 women here all week sorting and packing all the clothing and food received in Newark to be sent out to headquarters at Columbus and to those points direct as we did yesterday and the day before."

From Leap Year, it seems, we have passed into a Sit-Down Year.—Geneva (N. Y.) News.

TEST METER FOR ELECTRIC COIN MACHINES

When the lights don't light or the bell doesn't ring, you need a volt-ohmmeter to shoot trouble, is the claim of the Triumph Mfg. Co., 4017 West Lake street, Chicago.

Servicing a modern battery or power operated coin machine is a job for an expert electrician without suitable test equipment. However, a volt-ohmmeter and a circuit diagram makes servicing of even the most complicated machine, a simple routine task. The volt-ohmmeter is first used to check the power supply, either from batteries or from a power converter. If the power source is good, it remains only to check for circuit continuity with ohmmeter section of the tester to locate a broken circuit.

Triumph offers two instruments, Model 310, illustrated, for all battery current equipment, and Model 300 for both battery and alternating current equipment.

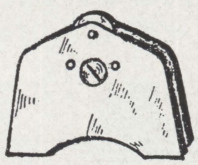
A hatter in a thriving town stuck the following notice in his window:

"Our felt hats fit so well that they are not felt."

Not be outdone, the man across the way produced the following gem:

"Our carpets are sold by the yard, but are not worn by the foot."

ROLLER BEARING
Percentage Regulators



MADE of case hardened steel. They fit perfectly on the star wheel of Jennings, Mills, Pace or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel. Fifty cents each, $5.40 per dozen, $40.00 per hundred. No. shipments made without reasonable deposit.

M. T. DANIELS
1025-1027 University Ave.
Wichita, Kansas

Exhibit Tests Novelty Candy Vender in Saint Louis Hotel Lobby

Arrow Novelty Company, St. Louis, is now conducting one of several tests in various parts of the country with Exhibit's Novelty Candy Vender. The accompanying picture, taken in the lobby of Hotel Jefferson in St. Louis shows a customer playing test machine. Harry Hoppe, factory representative for Exhibit Supply Company and Mr. Frerick of the Arrow Novelty Company are in the background discussing the day's collection. Reports from all test locations show remarkable earnings. Mr. Hoppe reports all tests highly satisfactory.

Exhibit's Novelty Candy Vender was displayed for the first time at the 1937 Coin Machine Show, where it created "a sensation." Since the show, location tests, such as this one in St. Louis, have proven that the Novelty Candy Vender is everything show visitors thought it would be. The Novelty Candy Vender is an entirely new and original creation. Yet it combines the proven popular features of both the digger and rotating type machines—has the intriguing beauty and action of the revolving playing-field laden with beautiful merchandise plus the age-old fascination of the digger, claw and crane.

Here is how it operates. Insert a nickel and the circular playing field, filled with attractive, colorful merchandise, starts revolving. While the table is turning, the player can adjust the digger crane and claw by means of a lever at the front of machine to exactly the position desired, in order to pick up merchandise wanted.

When the gift desired is directly under the claw, player presses button on front of machine to stop the rotating table. Immediately the claw starts downward to pick up desired article. The player still has skill-control over the crane and claw, and can continue to direct its course in order to get hold of merchandise in just the right manner.

If the player has exercised the proper skill, claw seizes the article and lifts it upward. The crane turns and deposits merchandise in chute, through which it is delivered to the player. At the same time, a full portion of candy is automatically vended to the player. The crane and claw then return to the exact position at which they were set by the player, ready for another try at the same merchandise.

Exhibit Candy Vender in Jefferson Hotel Lobby

The Exhibit Supply Company, makers of the Novelty Candy Vender, were pioneers in the novelty merchandiser field . . . developed some of the first successful machines . . . popularized them both here and abroad. Success has followed success for Exhibit in this field. First, Exhibit built the Iron Claw. Then the Novelty Merchantman. Next the Imperial Digger. Later the Rotary Merchandiser. And now the Novelty Candy Vender.

According to Exhibit officials, merchandising equipment has always been in a strong position legally. Where many other types of coin operated equipment is banned, merchandising machines continue to operate unmolested. It is the belief of Exhibit officials that with this new merchandiser operators are in even stronger position legally. The Novelty Candy Vender is backed by 100 per cent legal theory, it automatically vends full value in candy with every play and permits player absolute skill-control from the time nickel is inserted until play is completed. The player not only has control of "when" and "where" the table stops rotating, but has complete control of "where the claw goes" and "how it grasps" desired merchandise. Furthermore, the crane and claw always return after the play to the exact position for which they are set.

With many territories closed to heavier type of equipment, there is a strong trend to merchandising machines. But legality is not the main reason for the ever-increasing popularity of merchandisers. Exhibit built the first diggers more than eleven years ago. Thousands of those old Iron Claws are still on location giving "trouble-free" operation and making real money. Operating merchandising equipment is one of the most staple, the most permanently profitable branches of the operating business. Merchandise machines stay on location year in and year out. Just a change of merchandise, a new display of novelties and you have a new attraction.

The Novelty Candy Vender, Exhibit's latest and greatest merchandiser machine is built exclusively by the Exhibit Supply Company of Chicago and will also be sold exclusively by Exhibit.

BALLY'S OWN "BELIEVE IT OR NOT"

Famous for his love of jokes, tricks and puzzles, Ray Moloney, president of Bally Manufacturing Company, is currently getting a laugh out of asking his friends to guess how many inches of wire in a Bumper giant coil spring.

"The usual guess is about twelve to fifteen inches," Ray explained, "though many have guessed as low as seven inches. I don't recall anyone coming anywhere near the correct length. Believe it or not, each and every Bumper spring contains well over a yard of wire. And any operator who doesn't believe me can wait a couple of years till he finally takes his Bumpers off of location, and then unwind a spring and measure it. As originators of the Bumper coil spring, we naturally take a great deal of pride in its true proportions. To date we have consumed about 300 miles of special high grade wire in the manufacture of giant coil springs for Bumpers alone. This does not include production of Skipper and Carom which are both steadily gaining on Bumper.

"I'd like to take this opportunity to point out to our friends who are not getting Bumpers as fast as they want them that every inch of Bumper wire has to be specially tempered to provide maximum resiliency and wound just right to get the action which has made Bumper so famous. However, we are daily enlarging our supplies of wire and other materials and steadily upping our output, so that very soon we should begin to catch up on orders."

SEEBURG RAY-O-LITE MAKING BIG MONEY

Sympathy should be extended to the Kenneth Distributing Company, 819 Twelfth street, Des Moines, operators of Seeburg Ray-O-Lite Rifle Ranges. This organizatin is confronted with the critical problem of making too much money!

The following paragraph has been extracted from a letter forwarded February 18 to the Seeburg Chicago office. "Please find enclosed $100 to apply on the payment that will be due the 28th of February. Our Seeburg Ray-O-Lite Rifle Ranges are making so much money that it's a problem to know what to do with it. Therefore, please oblige us by accepting this payment ten days in advance . . . some fun."

According to the general run of reports, this situation is not uncommon. Quoting one of the officials of the J. P. Seeburg Corporation, this following statement seems to be truly descriptive of Ray-O-Lite activity through the whole country: ""If making money is fun, why then the Seeburg Ray-O-Lite operators are having the time of their lives."

CHICAGO COIN'S HOME RUN SCORES HIT

Officials of the Chicago Coin Corporation in a recent statement expressed their sincere apologies to the hundreds of operators and distributors who have been disappointed in the unavoidable shipping delay of their new game, Home Run, a sensational 5 ball baseball novelty game featuring bumper springs. Samples were sent out and the Chicago Coin Corporation frankly admit that the unusual return of orders were way beyond their expectations. Consequently, their production arrangements were planned at a rate below actual production demands. Thus, the postponement of shipments logically ensued.

But, today is a different story, for the Chicago Coin Corporation, an active firm, was able to meet the situation almost immediately. Production schedules have been stepped up and orders are now being sent out within 48 hours after they have been received.

The officials of the Chicago Coin Corporation sincerely hope that no severe loss has been met with by operators and distributors who expectantly awaited their individual shipments of Home Run.

According to all reports the future of this game will more than make up for this regrettable delay.

In step with modern trends, Home Run possesses a "brand new" type of "playing fascination." Responsible for Home Run's profitable location popularity is its bumper springs. This ingenious device provides lively playing action, that keeps the player in suspense, giving him a prolonged satisfaction that is a "natural" in drawing repeated play.

Not only is Chicago Coin foremost in this sensational innovation of bumper springs, but they have "jumped the gun" and are way out ahead in introducing 1937's greatest baseball game even before the big leaguers have gone into their training camps. That means Home Run will be as welcome on any location as the first day of spring, and all the pent-up baseball craze that has hibernated over the winter will find a tremendous outlet on thousands of locations with Home Run's realistic play. Operators are warned not to wait for the opening of the season excitement to cash in on an ordinary novelty baseball game, but to wing in with Chicago Coin and be way ahead when it comes time to count up the profits!

ALAMO SALES MOVES TO NEW LOCATION

The Alamo Sales Company under management of George W. Wrenn, handling the Wurlitzer Simplex phonographs, have moved their offices to their new quarters in the Crockett Hotel Building and are carrying a complete line of all new models at their warehouse in the city of San Antonio, for the purpose of distributing to all operators throughout the Southwestern part of the state. They have also recently taken part of the state distribution on the U-Need-A-Pak Cigarette machines, and they will carry warehouse stock of these including all models from three to twelve column machines.

Every going business, small though it may be, contains the germ of a bigger business.

THE PLAZA
San Antonio's NEW Hotel
With Old-Fashioned Southwestern Hospitality
PLAZA HOTELS
The Hotels With Personality
San Antonio
Jack White, Operator
Corpus Christi
Hotels With AAA Garages

ALUMINUM INSTITUTE COMPLIMENTS DAVAL ON GAME DESIGNS

Chicago—The aluminum institute has published the latest Daval counter games in a special booklet it has issued wherein Daval Manufacturing Company are highly complimented on the beautiful modernistic and streamline designing they are using for these games.

Of great interest to the aluminum people is the fact that wherever possible Daval Manufacturing Company have made use of this metal in their games.

"Thereby," the article reads, "Daval Manufacturing Company have been giving their customers games with greater strength and less weight."

The article further continues to state, "Of course the manufacturer has gone to greater expense in presenting the games in such fine streamlined design, but, there is a surety that the purchasers approve these machines for they must realize they are getting the finest equipment for their money."

The firm are also complimented on the great change made in the design of their products. One picture shows a "before and after" theme wherein an old Daval counter game is presented, prior to the establishment of modernistic design as a factor in their games and then one of the newest games is shown. The idea of the pictures is to impress on aluminum users the flexibility of this metal in design work and also the great difference that modern design will make in a product.

The bulletin states, "There is no doubt that the customers and the players will more greatly appreciate the modern designed games of the firm as compared to the older models."

Daval Manufacturing Company have been complimented in many design magazines for their fine work as well as by metal institutes.

EVIDENCE POINTS TO SUCCESS OF EXHIBIT'S CHUCK-A-LETTE

From every part of the country congratulations on Chuck-A-Lette and Jockey Club have been pouring in to the Exhibit Supply Co., according to evidence submitted by Leo J. Kelly, sales manager of Exhibit Supply Co. Typical comments on these proven winners come from such formidable and representative coin men as "Silent Bill" Cohen of the Silent Sales Company in Minneapolis; A. H. Bechtol of the Florida Coin Machine Exchange; the Blatt boys of Atlas Novelty Company, Boston, and Al Johnson of the National Premium Company in Omaha.

"Here are just a few of the messages we have received from operators over the country," said Kelly. Nathan Newcomb from down in Kentucky writes to state, 'Chuck-A-Lette cleared $400 in three weeks.'

"Carl Hoelzel, in Kansas City, predicts 'Chuck-A-Lette the biggest hit all through 1937.'

"A. H. Bechtol in Florida, reports 'Chuck-A-Lette is a positive success. Pleases player, merchant, operator and service man.'

"Electro Ball in Texas writes to say, 'We now share your enthusiasm for Chuck-A-Lette. Earnings convinced us."

Kelly explained the success of Chuck-A-Lette as follows: "Where territory is open for this type of equipment the operator simply must get the maximum possible collections from every location. Chuck-A-Lette has proven its ability to get heaviest possible locations. Its whirlwind seven coin play takes 35c every 15 seconds and pays out just the right amount to induce continuous repeat play."

Mr. Kelly reports that more than a thousand Chuck-A-Lettes were on location for wide awake operators before the Show. At the Show the game was a center of attraction. Reorders and new business at the Show and a steady volume since the Show, has definitely stamped Chuck-A-Lette and Jockey Club as established successes. "We look for an ever increasing volume on these games for many months to come. There is no letup in sight and we know that operators are just now awakening to the wider possibilities with these great 'bell' type machines."

MARKEPP RUSHES EXTRA PARTS TO CINCINNATI BRANCH

Great fear was felt by the Markepp Company officials in Cleveland for the safety of their Markepp branch in Cincinnati when reports first began to come in about the seriousness of the floods in that city.

However, Charles A. Trau, the Cincinnati manager, succeeded in getting a phone call through to Cleveland with the cheering news that there was nothing to fear because the branch was on high land and far enough from the river to be safe.

"We never appreciated water so much as we do now," Trau wrote a few days later. "Every bit of water that we drink has to be boiled first. Fortunately we heat with coal at home, but those people who depend upon gas for fuel are suffering terribly from the cold following the long rain that swelled the Ohio river."

Extra parts and supplies have been sent to the Markepp Branch in Cincinnati and Manager Trau invites all his friends in the Valley to call on him for help in re-conditioning and replacing their equipment.

"Is Life Worth While?"

"There can be no question of the worthwhileness of life if one gets at it thoroughly and plays it true, but one must bear such thoughts as these among others in mind:

"To work for the love of work, and to finish what you start while others idle around you and leave the day's job unfinished. To do the thing at hand that is waiting to be done, instead of looking around for something else to do. To put more into the world than you take out of it, and to give everyone more than you get. To believe that you were put into the world to take part in its activities for the purpose of sharing in its accomplishments. To have the conviction, and let no one shake it, that there is one real factor in life, and that is Truth."

Edward Bok.

BRASS CHECKS for PIN GAMES

	1c	5c	10c	25c
5000	$4.50 M	$5.00 M	$4.50 M	$6.00 M
1000	4.75	5.50	4.75	7.00
500	3.00	3.50	3.00	4.50

Nickel plated checks add $1.00 per M to above prices

Terms--One-third Cash--Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago

NO CASH VALUE-SOLID OR WITH HOLES

Oklahoma News

In Okemah we learned that R. E. Smith and O. M. Morgan, both of them well known in state coin machine operating fields, have sold their Henryetta business to Floyd Wallen of the latter city. Smith and Morgan have an almost exclusive field in Okemah and have been doing a fine job of operating there since way back when. Yes, both of them attended the big convention in Chicago.

Henryetta should be a good town. Work in the coal mines for which it is famous has enjoyed a decided boom during the winter, while the oil fields nearby, the big refinery and the glass plant provide large and steady payrolls to many Henryettans. Wallen, who has had considerable experience as an operator, has many machines of the one ball, automatic pay type.

* * *

W. A. (Red) Huffman, who has been in the coin machine business in this state for the past seventeen years and until recently with the Wewoka Novelty Company and the Western Novelty Company has moved to Oklahoma City. The Capital Novelty Company is the name selected for his new place of business which will be located at 408 Northwest Fourth street. Huffman will be distributor for several types of machines and devices, and also will conduct a coin machine exchange and his mechanics will do first class repair work.

* * *

Back in the home town, we notice that Carl Jackson, head of the Western Novelty, is sporting a brand new Chevrolet pickup. The color is a vivid red. While we are on the subject of new cars, lots of state operators are buying them now and not a few of them are of the higher price variety.

* * *

Charles Bland, that bright and promising young man who until recently was identified with the Decca Record Company at Dallas, has accepted a position with the Western Sales Company at Tulsa. And from the pleased tone with which the head of that company announced his addition to their personnel, Bland is a mighty popular man in his particular field.

* * *

Oklahoma is getting to be quite a power in inventing and manufacturing circles. Take for instance that new counter game, the Orient, which originated and will be manufactured for sale by the Western Sales Company, Tulsa, and the Midwest Company at Muskogee. Probably by the time you read this the new game will be on the market and from advance reports the Orient is going to have everything and not the least of its good points will be that the new Oklahoma offering will be absolutely legal.

* * *

Greatly missed in this state during recent weeks is J. B. Ashcraft, well known Shawnee operator formerly, who is in Texas for an indefinite stay. Ashcraft, was until recently associated with J. M. McCoy in the coin machine business in Pottawatomie county.

* * *

One of our good friends on the Tulsa World told us the other day that he wasn't at all sure that Tulsa would have parking meters after all, or for that matter that any other place in this state would. The city commission of Tulsa has already received bids for installation of the devices so naturally we thought that they would be adopted in that city ere long. But it seems that up at the capital some indignant citizen has risen up in arms and questioned the right of his city or any other city to demand a nickel from a car owner for the privilege of parking in a congested area. The case is due to come up for a decision in the supreme court and should that body rule that John Citizen is in the right then Oklahoma City would have to give up the parking meter idea and bidders for the Tulsa meters will be mightily disappointed. If, however, the meters are found to be legal, then Tulsa will go right ahead with their installation, the scribe on the Tulsa World tells us.

* * *

Charles McMakin, genial boss of the Central States Sales Company in Tulsa is one operator we never fail to visit when in the Tulsa county capital. Among other things, McMakin is an extensive operator of cigarette machines of various types and is especially enthusiastic about the new and elaborate types he saw at the coin machine show in January. He probably will have a lot of the new ones in operation next time we see him.

* * *

And from Paris we hear from S. Elias, who is distributor and operator of all kinds of automatic coin machines in the gay French capital. Mr. Elias is especially interested in securing several types of counter games from this side of the Atlantic and any of you operators having any good used machines may be interested in communicating with him. The address is 19, rue de Chateaud'Eau, Paris, France.

* * *

Harry Broida of the Wewoka Novelty Company seems to have occasion to make a lot of trips north this year. Just back from the big show in January and now he goes right back to St. Louis and Chicago for another business trip. Will be gone about a week.

* * *

We wonder what happened to our Oklahoma City news department this month. We hope (and honestly believe) that business is so good up that way that nobody had time to report to us what's happening. Oklahoma City with its huge new oil field being developed, is one of the bright spots in the Nation in the varied field of business.

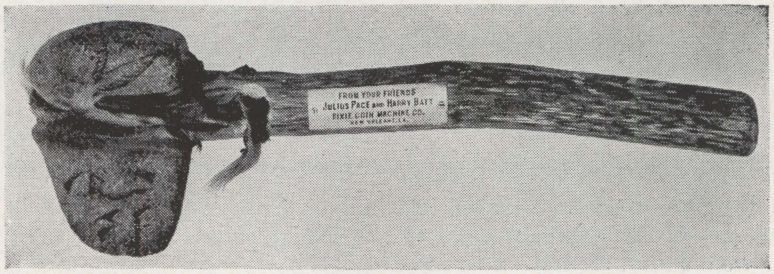
* * *

This month's gripe comes from a punch board operator who failed to make a sale. Seems that the location in question had just one board left and, well she stood to lose a lot more than she would take in by running the board out if you get what we mean. "That board is as good as new and I'm not buying another one until every last punch is gone," she declared. Exit the salesman. This is a bona fide "gripe." What's yours?

E. E. GRAMER APPOINTED VICE-PRESIDENT OF STANDARD TRANSFORMER

Mr. Jerome J. Kahn, President of the Standard Transformer Corporation, manufacturers of Stancor transformers, univerters and electric fans, announces the appointment of Mr. Everett E. Gramer as Vice-President in charge of Engineering and Production.

Mr. Gramer was graduated from Armour Institute of Technology on June 7th, 1928, with Bachelor of Science Degree in Electrical Engineering. Became associated with Transformer Corporation of America, as an Engineer on July 9th, 1928. Resigned from this organization on November 15th, 1930 to become Chief Engineer of Standard Transformer Corporation. Served in this capacity alone for three years and then devoted part time to Sales in and around the Chicago territory. Continued in this position and on August 12th, 1936, became Vice President in Charge of Engineering and Production.



O'TOOLE TOOL—GENUINE INDIAN TOMAHAWK, PRESENTED to Bally Manufacturing Company by Julius Pace and Harry Batt of Dixie Coin Machine Company, New Orleans, in honor of their induction into Tribe of O'Toole Indians, coin-men's fraternity sponsored by Bally.

CALCUTT BILLIARD TABLES MEET NATIONAL APPROVAL

Fayetteville, N. C. — Not only swamped with requests since announcements of his new 1937 model Aristocrat Billiard Table in the Billboard, but constantly on the long distance wire and in receipt of telegrams at the rate of almost one a minute, Joe Calcutt reports the national greeting to his new model. Joe also says "We never expected anything like this. We knew that the Aristocrat was one of the longest-lived machines in the business and also know what profits it has been bringing to us over a period of ten years, but we felt that for some reason or other the operators weren't as yet aware of the fact.

"The boys have certainly fooled us. We now believe that the reason we haven't been getting national attention for the Aristocrat Billiard Table before this is because we haven't been telling the industry what a remarkable amusement device this really is and what profits it has been earning over a long period of time."

The firm is not only deluged with orders but is rushing the machines out as fast as they come off the production line.

Joe has been at work on the Aristocrat Billiard Table for many months in preparation for the presentation of his new 1937 model. The present model cannot be eclipsed for beauty and for mechanically perfect mechanism.

The operators throughout the country have given this shipment their national approval by the tremendous interest they have instantly shown in it.

Due to this tremendous interest Joe is preparing a very elaborate circular which will fully explain the Aristocrat Billiard Table to all those who haven't as yet seen it in operation.

He will be placing this circular in the mails very shortly and expects that it will add to the present orders which the firm already has.

Production of the Aristocrat Billiard Table is being rushed to a new high. Joe believes that he will need every ounce of production power he can get at this time.

The phenomenal success which Vemco is enjoying with the Aristocrat Billiard Table is a definite sign of the swing to de luxe equipment.

RED 'N BLUE GETS THIEF BLACK AND BLUE

Newark, N. J.—One of the leading operators here reports the first real effectiveness of the new "burglar alarm" cash bov on the new Red 'N Blue game of Daval Manufacturing Co.

It seems that some young thieves attempted to open the cash box door of the game while the storekeeper was in the rear part of his place, and when the bell went off the location owner dashed out to the front, caught one of the thieves and did a very workable job of manhandling him.

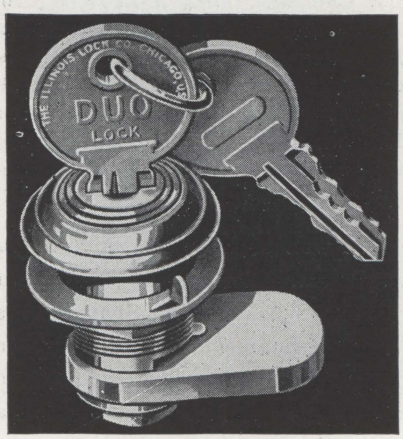
The location owner claimed that this was the first time he had caught one of these men. He claimed that his cash box had been rifled before. "But," he told the operator, "the new burglar alarm attachment on the Red 'N Blue game was responsible for getting this thief black and blue."

Inspiring Speech

Defendant—Whatever the outcome of this trial I feel sure the experience will make me a better man.

Judge—In what way?

Defendant—In striving to live up to the speech made by my attorney.



FOR GREATER PROTECTION
SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The ILLINOIS LOCK Company
737 W. JACKSON BLVD., CHICAGO, ILL.

Understanding Photo-Electric Apparatus . . .

By Jerome Rossetti

Vice-President and Chief Engineer, Universal Control Devices, Chicago

THIS discussion on electronics is the first of a series on the application of photo-electric cells to the coin machine industry. While thousands of games have already been placed on the market which employ photo-cells and photo cell amplifiers, there is still an air of mystery cloaking the performance of this little device.

If there is any mystery it is only due to a lack of understanding the basic principles of electronics. Like other businesses, we who are engaged in the engineering of photo cell apparatus, have certain fundamentals to which we must adhere. Casting those fundamentals aside in an attempt to overcome laws of science or nature is like putting a payout on a coin machine to return to the player twice what he puts in every time he plays it.

So it is well for all users of photo-cell apparatus to be somewhat acquainted with the "hows" and "whys" of this type of equipment. Because it is new to the coin machine industry, it is perhaps the least understood of all the parts of a game today. The better we understand how photo cells and amplifiers are made, and why they work, the easier it is to visualize the tremendous possibilities which coin machines have when harnessed to this simple but powerful ally.

Just as a coin machine operator may talk in terms of "locations," "percentages," and other parlances familiar to the industry, I am apt to speak of "ohms," "resistances," "electrons," etc. With this in mind, I shall explain some of the fundamentals of photo cell electronics with an eye on my choice of words so that there shall be no confusion.

The electrical engineer today pictures electronics as being made up of three distinct components, namely, the electric light, the radio tube and the photo cell. Each has its own definite function to perform. Each can work independently or in combination with the others. In photo cell operated coin machines all three

Jerome Rossetti, vice-president and chief engineer, Universal Control Devices, Chicago

are used. The beam or ray from the electric light sets the photo cell in operation which in turn, calls upon the radio tube to amplify its effort. Thus we find here a typical case, where all three components of electronics are brought into harmonious operation and co-operation for the purpose of achieving a definite result. They work together under proper conditions, yet each is entirely different from the standpoint of electrical characteristics, construction, elements and uses.

The importance of the radio tube to the electronic engineer is its ability to control almost instantly the flight or flow of millions of electrons (negative energy charges). These electrons flow in such tremendous volume from a heated cathode filament to anode filaments, commonly known as grids or plates, that they are capable of completing an electrical circuit. These elements are generally enclosed in a glass vacuum bulb or gas filled bulb with electrical terminals of each element brought to the outside by prongs on the base. These radio tubes play an important part in the engineering of photo cell amplifiers because of their ability to detect the very minute electrical impulses created by light on a photo cell. Also radio tubes have the ability to magnify those tiny impulses thousands upon thousands of times. Without the help of radio tubes, photo cells would never have had the limitless opportunities to perform all of the seemingly impossible jobs which are considered commonplace today.

Photo cells are sometimes called "electric eyes." There are several types of photo cells in general use today, namely, conductive, generative, and emissive. The oldest of these is perhaps the conductive type which is commonly known as the selenium cell. This cell consists of two electrodes separated by a special treated material which exhibits a great change in resistance when there is a change of light conditions on it while in electrical connection. The selenium cell has its uses but is not practical in many cases where stability is an absolute requirement.

Next we have the generative type of photo cell which differs from the conducive type in that it converts light energy falling directly on its surface into electrical energy. There are two types of generative cells, the wet and the dry, but because these are more or less sluggish in action, their uses are limited. In fact, since the development of the emissive type, the generative cell finds little favor.

The most commonly used photo cell is the emissive type which consists of two electrodes mounted in a vacuum—or gas-enclosed glass bulb. The electrodes are designated as cathode and anode. The cathode is a chemically coated semi-cylindrical piece of metal mounted facing the anode. The anode is a straight piece of wire mounted in a vertical position in the center of the tube. One terminal from each element is brought out at prongs in the base. Light rays, falling on the chemically coated, light-sensitive material of the cathode, liberates a flow of swiftly moving electrons. Because of the physical construction of the cathode, these electrons move away and concentrate upon the anode. This action, caused by the light ray, sets up a tiny electrical impulse within the tube.

The photo cell amplifier, with the aid of the radio tube, detects this tiny electrical impulse from the

photo cell and through successive stages of amplification, the impulse becomes great enough to permit the closing of a pair of contacts on a relay. The relay is interposed in the amplifier circuit and when actuated, brings into play a second circuit carrying the necessary current to operate the scoring device.

The electric light source is, of course, the factor which sets the whole photo electric apparatus in motion. This source must be controlled, and is controlled to some extent by special bulbs designed for the purpose, although regular automobile headlight bulbs are often used. A small step down transformer delivers the electrical energy to light up the bulb to proper brilliance. In many applications a lens is used to parallel and concentrate the light rays over great distances.

There are two types of photo electric amplifiers in common use today, and in another article I will discuss the various uses, characteristics, abilities and preferences of both the direct type and the impulse type. Each type has its proper place in the field of photo cell electronics. And while it may not be important for the user to identify the one type best fitted for a given job so long as he can rely on an amplifier engineer capable of making that choice, it is vitally important for the user to be acquainted with the results that can be obtained by each type. For only by understanding what can be expected of photo electric apparatus can the way be paved for its adoption to the new ideas which will continue to keep the coin machine industry in its present enviable position.

What a world! If you think what everybody thought last year, you're an old fogy. If you think what everybody will think next year, you're a crank.—Columbia (S. C.) State.

PHONOGRAPH OPERATORS

The VELVETONE is an improved 2000-play needle. It gives you better tone, longer wear, and greater record life.

L. E. TURNER

1228 Park Row Bldg.

NEW YORK, N. Y.

ROCK-OLA'S ROCK-O-BALL POPULAR—This shows a Rock-Ola Rock-O-Ball on location in the famous establishment of William Nicholls, in Chicago. It is apparent the small space occupied by this bowling alley is a decided factor, in retaining the interest in the playing of the game. Affidavits were recently made, showing that this Rock-Ola Rock-O-Ball has taken in a gross of from $34.80 (minimum) to over $100.000, on several occasions, per week. The playing of the game is in almost constant demand, from about 1 p.m. until closing time.

STONER GIVES ROBBINS ANOTHER WINNER

When a distributor orders five full carloads of games after receiving a sample, that game must be a winner, or the distributor stands to lose a fortune in money. Immediately after Dave Robbins of D. Robbins & Co., Brooklyn, N. Y., received the sample of Ricochet, Stoner's new novelty game, he wired his order for five carloads.

"I very seldom get a kick out of playing the average pin game," says Dave, "but when I started playing Ricochet, I got so excited about the marvelous features of this game, that I played it for one full hour, until the operators coming into our showroom insisted that I give them a chance to play it."

Stoner is well known for producing money makers and in Ricochet, says Dave, they have a game that should outsell any of their previous successes. Ricochet has colorful bumpers, lite-up horses that pass and repass each other, changing odds, etc. This game can also be used for high score prizes. D. Robbins & Co. are exclusive distributors for Stoner games in New York, New Jersey, Connecticut and Philadelphia. The only thing Dave is worried about right now is whether or not Stoner will be able to ship his orders fast enough to meet the demand.

Everyone has two minds—a personal mind and a positional mind.

The positional mind is the mind he uses in the job at which he earns a living. The personal mind is the one he uses at home and in social life.

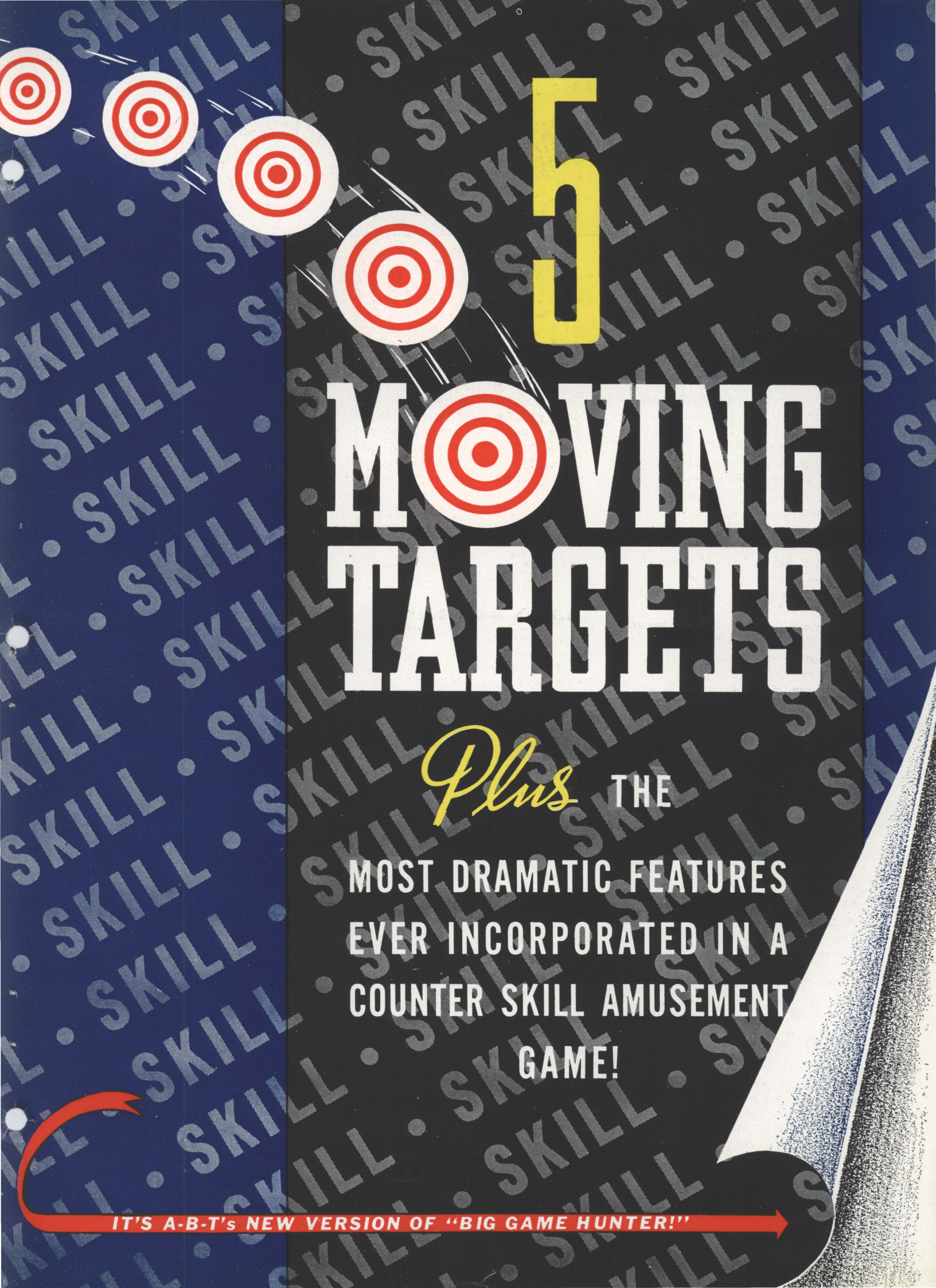
Sometimes the positional mind is keen, shrewd, alert, brilliant. The personal mind may be dull, inelastic, ineffective. That's why some men can run a big corporation successfully, but can't manage their wives and children.

It is also the reason why many people have to have two sets of friends —one for recreation and one for business. Only infrequently can the two be mixed, with satisfactory results.

At the shop all intelligence meets on a common problem, and each contributes something to the solution of the common problem. The smart proprietor is respectful of the intelligence of everyone who works for him, and the intelligence which he focuses on his job is drawn from the minds of all.

Do it now may appear to be an old chestnut, but it still ranks as a most valuable piece of advice.

By temperance in all things, we achieve the balance necessary for the full enjoyment of life.


5
MOVING TARGETS
Plus THE
MOST DRAMATIC FEATURES
EVER INCORPORATED IN A
COUNTER SKILL AMUSEMENT
GAME!
IT'S A-B-T's NEW VERSION OF "BIG GAME HUNTER!"

TARGET

THE COUNTER-SIZE GUN RANGE WITH ALL THE APPEAL OF THE BIG RIFLE GAMES . . .

Entire Action COMPLETELY MECHANICAL

It had to be good—it had to be packed with more than ordinary appeal in order to be qualified as the worthy successor to A.B.T.'s Famous Big Game Hunter. Target Skill with its five moving targets and 100% skill features is the finest completely mechanical counter-size shooting machine. Target Skill is a natural—everybody, man, woman and child alike, love to shoot and test their marksmanship. And Target Skill invites them to do so by providing all the thrills of a full size shooting gallery in a counter-size game. The Target Skill is a counter attraction that will pay big profits to its operators. Thousands and thousands of locations—hundreds in your own locality, are waiting for this 100% legal, 100% skill shooting machine.

A REAL SKILL CHALLENGE...PLAYER MUST VARY HIS AIM AND TIME HIS SHOTS

Automatic SCORE REGISTER

The success of any amusement device is dependent upon the ability of the machine to interest the player and to keep that interest at high pitch over a period of time. Target Skill does just that. Its 100% skill appeal tantalizes player and teases him on to improve his markmanship. The five targets rise, one at a time in a regular order, therefore, the shooter must vary his aim and time his shots well. Thus, with much practice, any person can improve his score. The skill feature also is conducive to competitive play.

Here's HOW IT PLAYS

The shooter inserts his coin and depresses the lever. This resets the score totalizer and winds the clock motor. Then five steel balls slowly rise in the target aperture, one at a time. The shooter tries to hit each ball when in full view. A direct hit is automatically recorded on the totalizer register. As the clock motor times the animation of each play, the shooter must aim the pistol and shoot in rapid order. The novice and expert marksman alike instantly yield to its appeal at the very first shot.

ATTRACTIVE MODERN DESIGN INVITES PLAYER TO SHOOT

The appealing yellow and red cabinet of Target Skill fits well in any surroundings. It's at home in any location, from a tavern to a deluxe hotel counter. All metal parts are chromium plated, making the entire unit a beautiful flash that instantly captures the attention of the passer-by. The army type pistol extended from the front panel fairly shrieks, "Come and shoot me." You will find that on location this skill machine will far outdraw, outlast other types of amusement devices.

Veeder counter for coins played at slight additional cost

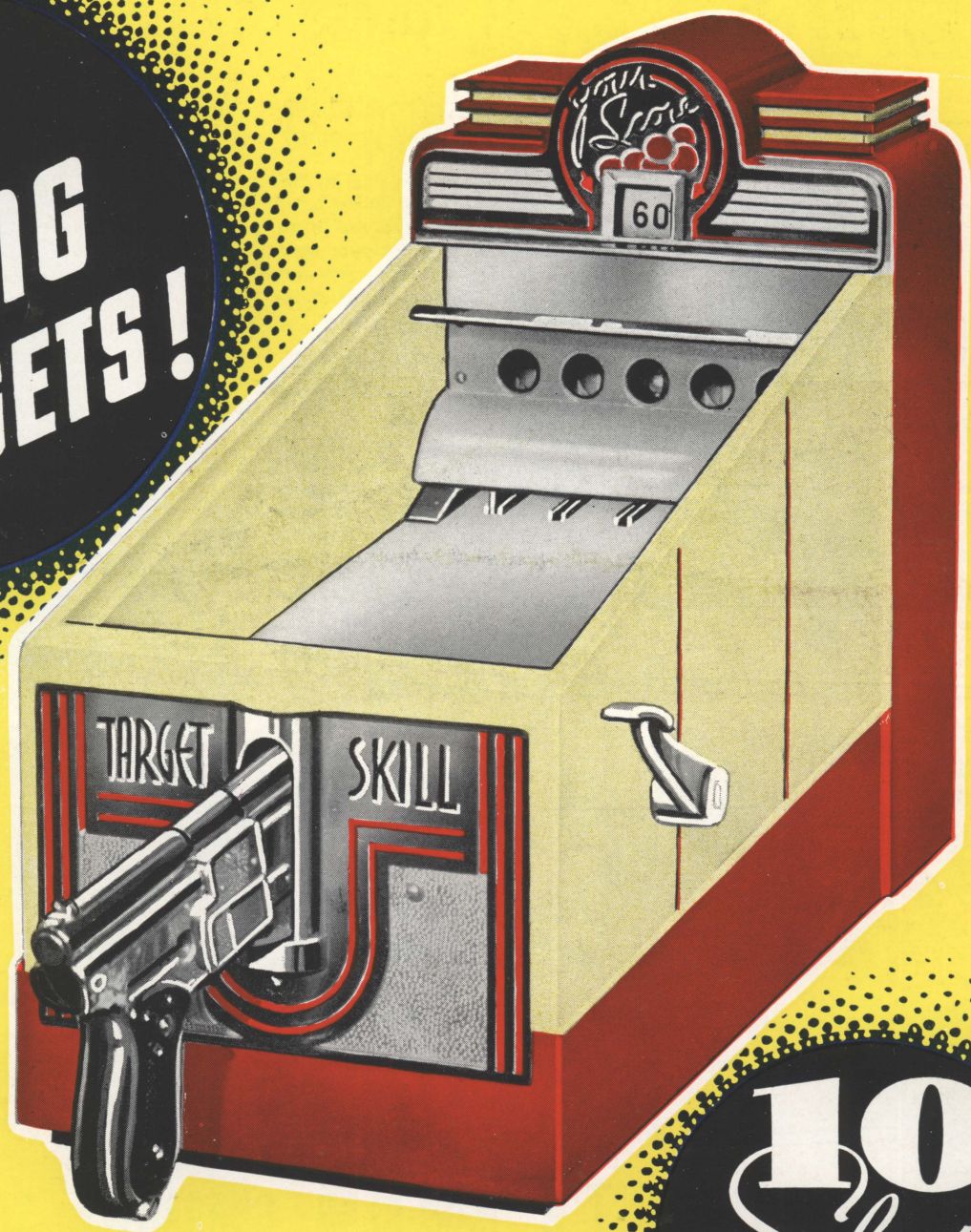
Dollar for Dollar—More for Your Money

A SOUND INVESTMENT THAT

DESIGNED AND MADE BY A·B·T

SKILL

WITH 5 MOVING TARGETS!



1c OR 5c
OPTIONAL PLAY
VENDER MODEL
AVAILABLE AT SLIGHT
EXTRA COST

10 Shots FOR ONE COIN

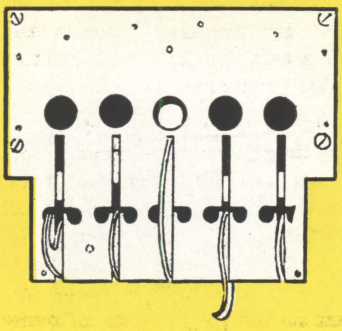
YS YOU STEADY, BIG PROFITS

Manufacturing Co. CHICAGO

Rugged, Simple Mechanism Assures
PERMANENT TROUBLE-FREE OPERATION

● Target Skills are constructed to last—not for weeks or months, but for years. Every part that goes into them is top quality: strong, durable and rigidly tested. Skilled craftsmen assemble these parts with keen precision. This, Mr. Operator, is your assurance of steady, uninterrupted Profits. And these Profits will be large because Target Skills have appealing play compelling features never before found in a counter-size amusement device.

Features that mean P·R·O·F·I·T·S

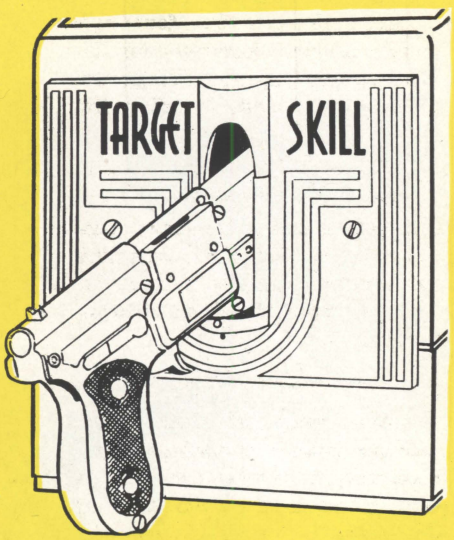


TARGETS SLOWLY RISE AND THEN LOWER OUT OF SIGHT

Each of five targets rises to the shooter's view twice during each play. As these targets rise in an irregular order, the player must vary his aim and time each shot well. This skill feature is inducive to repetitive play.

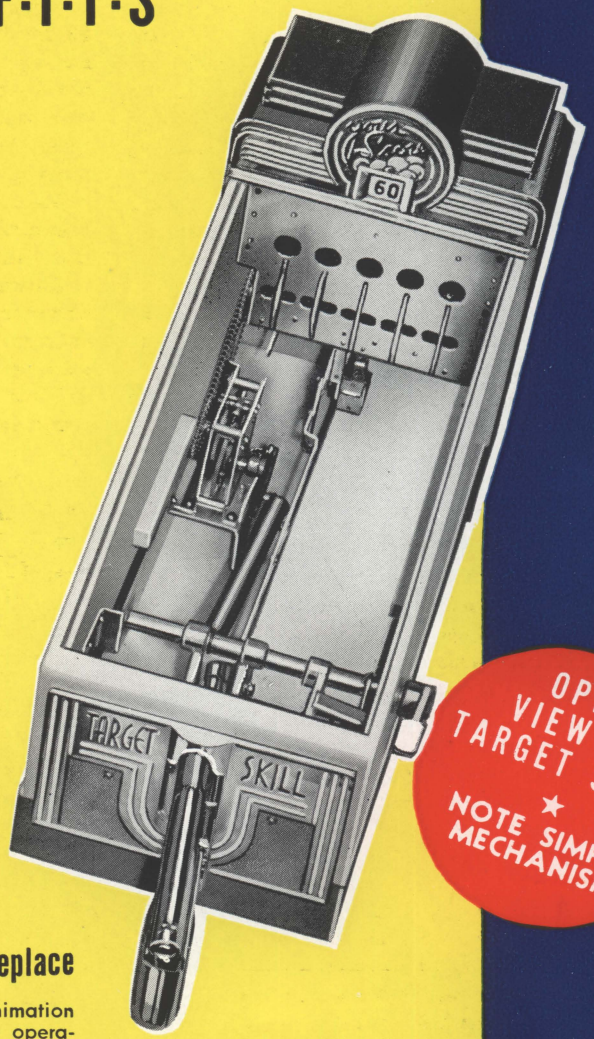
EACH DIRECT HIT SCORES AUTOMATICALLY IN REGISTER

Each direct shot counts for 10 points and is recorded on the totalizer register. Tilting the machine cancels the score and the word "VOID" appears. When the lever is depressed upon insertion of the next coin, the score register automatically resets to zero.



PLAYERS ALL THRILL AT FEEL OF ARMY TYPE PISTOL

The pistol itself is of regulation size and shape. The grip has that natural feel customary with army pistols. It shoots small steel balls that are automatically returned and reloaded in short order.



OPEN VIEW OF TARGET SKILL ★ NOTE SIMPLE MECHANISM

STRONG CLOCK MOTOR— No Batteries to Run Down or Replace

Not withstanding the clever animation incorporated in Target Skill, the operation of the game is entirely mechanical. There are no batteries to eat up and put the machine out of order. The power for the moving targets and score register is supplied by a strong, sturdy clock motor that is made to last the entire life of the game. The clock is reset by the depressing of a lever upon the insertion of a coin. Target Skill is the answer to the operator's demand for an animated yet completely mechanical amusement device.

ORDER TODAY . . . A·B·T'S IRON-CLAD GUARANTEE STANDS BACK OF EVERY TARGET SKILL GAME SOLD

A. B. T. MANUFACTURING CO.

3311-19 CARROLL AVENUE CHICAGO, ILLINOIS

Pacific Coast News

CONDUCTED BY

ARTHUR L. DAHL

The advent of spring and settlement of the maritime strike are the only two bright things in the life of distributors and operators on the Coast during the past few months, for the long continued cold and wet weather, with floods in the interior valleys of California, has naturally slowed up business. Then, too, with the California Legislature in session, and the resultant flood of bills all trying to increase the difficulties under which business men are working, the local police authorities are showing a sudden zeal in clamping down upon the so-called pin games in various communities. To an onlooker it seems to be a struggle between the state and local forces as to which shall license and regulate the games, and in the meantime both sides are taking it out on the luckless operators.

Attorney General Webb has declared slot machines illegal under California laws, and local police officers have closed up tight such communities as Sonora, Salinas, Fresno, San Mateo and elsewhere. In San Francisco the Richmond district is the only residential section closed down by the local police captain, but suits are pending against a number of distributors and operators of pin games, the first of which will be heard on March 16. Monroe Friedman, one of the well known attorneys of the Bay district, has been retained to fight these cases, and an organization is being perfected amongst the operators of northern California to handle matters of mutual interest to all.

The operators are in favor of some definite regulation, either under the state, or by local authorities, under which a definite license fee or sales tax is fixed, permitting them to conduct their legitimate business without constant friction with the state and local authorities. In Oregon, each operator is licensed and a stiff fee charged, and a tax also exacted upon each machine operated, but the number of operators is restricted and the industry is regulated.

Under the California bill introduced by Senator Dan Williams of Sonora, machines would be legalized and a yearly license fee of $35 per machine would be paid to the state, bringing in an estimated revenue of $3,000,000 annually to the state. Passage of such a bill, however, would not be pleasing to local police officers who want their communities to receive such revenue as accrues from legalization of the games.

Meanwhile operators are studying organizations of other communities and will doubtless form a permanent organization for pin games. Arnold Hirschfeld, prominent San Francisco operator, accompanied by one of the leading attorneys of San Francisco, went to Los Angeles recently to study organizations there, and his report will be made to the local organization when completed.

S. F. Music Operators Association

Percy Oreck, president of the San Francisco Music Operators Association, reports that all but one of the principal music operators of the city are now members of that organization, which is attempting to work for the mutual good of all. A monkey wrench was thrown into their plans, however, by the advent of a new concern from Chicago which dumped 30 music machines in choice locations under conditions which the older operators considered unfair, but it is hoped to iron out the situation and enable the Association to function as originally planned.

Oasis Drink Vending Corp. Opens San Francisco Office

The Oasis Drink Vending Corporation of New York has opened a Pacific Coast branch at 112 Market street, San Francisco, in charge of P. Grothe, for distribution of the Oasis Soft Drink Dispenser. The machine has many novel features, including a cup-making mechanism that creates an individual container from a roll of waxed paper before the customer's eyes. The flavoring syrup and iced water are kept in separate compartments and only mixed at the instant the coin is inserted, thus affording a fresh drink. Distribution is made through established vending machine firms.

New Incorporations

Sanitary Vending Company, Inc., with a capitalization of 100 shares, no par, was recently organized by W. A. Gabriel and Norman J. Ronald, of Oakland, and Walter M. Gleason of San Francisco.

Sports Games, Inc., with capitalization of 1000 shares, no par, was organized by Theodore, James and Henry Nasser, all of 1414 Portola Drive, San Francisco.

Viking Sells the World

The Viking Specialty Company, operated by Einar Wilslev, in San Francisco, sells its many products in all parts of the world. For years Wilslev has advertised not only in Automatic World and similar trade papers, but he has carried ads in many foreign publications. He also sent a salesman on a trip around the world making contacts for his goods, and as a result he now receives orders daily from the most remote countries. India, China, South Africa, as well as the countries of Europe and South America, send to San Francisco for games and novelties advertised. The Viking has sold more than four million coin wrappers in recent months, and has recently taken on the agency for the Monster Candy Vending Machine.

Pacific Amusement Co. Opens Southern California Office

Pacific Amusement Company, with headquarters in San Francisco, has opened a branch in Los Angeles to take care of their Southern California business.

Jack Moore Doings

Since the return of Jack Moore and various branch managers from the East, they have been busy taking care of the rush of orders for the new Seeburg Melody King, Melody Queen and Symphonolas, which are going like wild fire. John Ruggiero, of the San Francisco office, reports sale of four carloads of the new machines.

The Moore organization has taken on the distribution of the A.B.T. nut and candy vending machine, and also reports a big play on the new Bumper game, particularly at Seattle, where Al Gustafson says the demand is terrific.

The Portland office of the Jack Moore organization welcomes the as-

sociation of Miss Edna E. Morgan and her many friends wish "Mickie" success.

Jim Buckley, general manager of Bally Manufacturing Company, paid his first visit in 16 years to San Francisco recently, and was he surprised at the growth of the city by the Golden Gate! Art Brant and Johnnie Ruggiero met him at the Oakland station and drove him across the new "longest bridge in the world" and he was as interested as a child at the San Francisco skyline as viewed from the Bay bridge. Jim says his company is operating to capacity and he was very well pleased with the Bally business produced by the Moore organization.

Gene J. Minthorne has taken over the managership of the Los Angeles branch of the Jack Moore organization, combining the Jennings and Seeburg lines with others distributed by Moore. The first day in his new office, Gene sold 15 Jennings Chiefs and five Melody Kings.

Johnnie Ruggiero is proudly wearing his button which proclaims to the world that he is a member of the Tribe of O'Toole Indians, and he says this will be the sparkplug for bigger and better orders for the Bally Manufacturing Company.

Gossip Along Golden Gate Avenue

Miss Marion Horton, pretty and capable secretary, is now assisting Mrs. Wynn Denton, of the Wynn Novelty Company. Miss Horton was formerly employed by one of the large distributors nearby.

Mrs. Wynn Denton has become quite an air traveler, making frequent trips to Los Angeles, not only to look after her business there but to be near her mother who is wintering in the south, where the climate is kinder to her.

Mrs. Church, manager of the Golden Gate Novelty Company, says the new Bumper game is going over big, as well as the new Wurlitzer Simplex.

Gray's Tavern, at 1250 Market street, and the Tavern, at 1545 Twenty-fourth street, San Francisco, have recently installed new music machines.

William Corcoran, who returned recently from his first trip to New York, spent a few days with the father of Joe Ziff, manager of Irving Bromberg Company, San Francisco, during which the elder Ziff started to take Bill to the top of the Empire State building. When the 88th floor was reached, Bill decided that was as near heaven as a little country boy from California should go, so the journey ended there.

J. McKibbon, well known operator from Sonora, was a recent visitor to San Francisco, with his family.

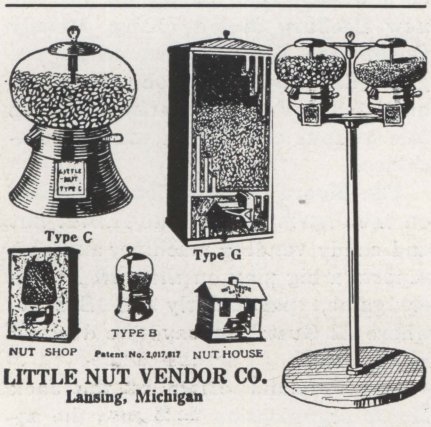
John Glenn, doing business as Glenn-Rowe Cigarette Vending Machine Company, is one of the pioneer cigarette vending operators of San Francisco, and has built up through the years a business which is rated A-1.

When the maritime strike ended, amongst the happy crowd that sailed for Australia was George Whitney, of Whitney Bros., who operate five blocks of amusement enterprises at The Beach, San Francisco. These two brothers have recently taken over the famous Cliff House, which will be modernized into a swanky cocktail lounge and cafe. Accompanying George on his ocean trip were his wife and attractive daughter, Beatrice, and also Mrs. William Fowler, mother of Mrs. Whitney, and her son and daughter, Robert and Adele Fowler. Whitney came to San Francisco from Australia some 16 years ago, and he will revisit old haunts.

The primary grade teacher had been telling the children all about the wind—its power, its effects, etc. On Friday afternoon she thought she would see how much they remembered about the subject. So she assumed her most enthusiastic manner and said: "Children, as I came to school today in the trolley-car, the door opened and something came in and softly kissed me on the cheek. What do you think it was?"

The children gleefully answered, in one voice: "The conductor!"

Exhaustless energy will carry one forward despite wrong thinking, but the right and logical way to do a thing will get one to the point with half the effort and at twice the speed.



HOUSTON OFFICE OF ELECTRO BALL ATTRACTIVE

A friend in the industry, in writing about another matter, comments that the Electro Ball branch office in Houston, under the capable management of Hans von Reydt, has one of the "swellest places in this city."

AUTOMATIC WORLD BEST YET

Another Oklahoma subscriber writes, "Enclosed find one dollar for this magazine. I find it the best yet." These appreciative remarks come from Mr. Mack F. Phillips of Garber, Okla.

Business Card

Sandy joined a golf club and was told by the professional that if his name was on his golf balls and they were lost, they would be returned to him when found.

'Good," said the Scot, "put my name on this ball."

The pro did so.

"Would you also put M. D. after it?" asked the new member. "I'm a doctor." The pro obeyed.

'There's just one thing more," went on the Scot. "Can ye squeeze 'Hours 10 to 3' on as well?"

"I tried petting with our conceited boss to get a salary increase, but it didn't work."

"No?"

"No. After we'd started petting he thought I should take a reduction."

A lady swimming champion visiting the Piffle ranch near Cactus Center, discovered a secluded pool one day when tramping solo, and decided to take a dip au naturale.

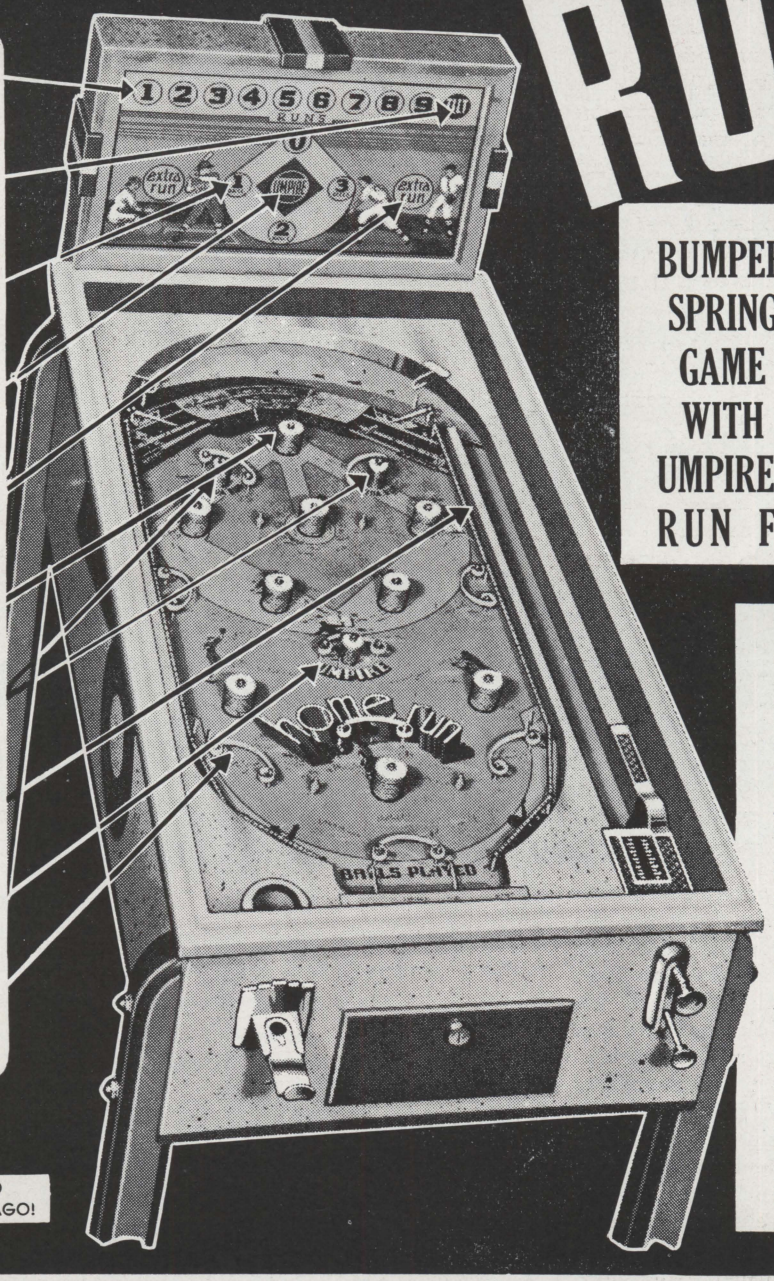
Hardly had she executed a swan dive and had begun the American crawl, before a young'un appeared on the bank and started the process of tying knots in her outer garments as well as her unmentionables. Naturally exasperated and unable to stop the wrong-doing from the center of the pool, she mud-crawled to the bank where an old wash tub lay half submerged in the water. Holding the wash tub in front of her she advanced toward the younger Bates and demanded, "You little devil, do you know what I am thinking?"

"Sure lady, you are thinking that tub has a bottom in it."

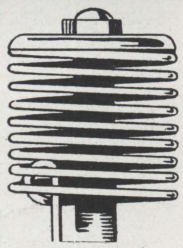
New Novelty Baseball Game Sensation!

HOME RUN

- **Runs Shown in Lites**
  Total runs made are indicated in lites on the back rack.
- **New Tilt Lite**
  If Home Run is tilted, the word T I L T flashes on back rack.
- **Lite Travels Bases**
  Every bump of the balls advances lite around infield diamond.
- **Umpire Feature**
  When umpire lite is on, player adds 10 points (10 free games) to score.
- **Extra Base Feature**
  Player adds extra run to total score for each of these 2 lites.
- **Bumper Springs**
  12 colorful, exclusive Chicago Coin bumper springs on the field.
- **Extra Base Bumpers**
  Have corresponding lites on back rack—an added thrill for players.
- **Live Coil Springs**
  These coils cause multiple hits of balls against bumper springs.
- **Umpire Spring**
  Gives suspense to every ball shot. Has corresponding lite on rack.
- **Double Post Springs**
  These also cause multiple hits of balls against bumper springs.



BUMPER SPRING GAME WITH UMPIRE and EXTRA RUN FEATURES



Not just a novelty game, but an amusement device that will earn large consistent profits throughout the baseball season—yes, right up to November. And when the baseball season is over, the game is all set to entertain hot stove leagues.

HOME RUN makes the best possible use of the popular bumper type springs. The umpire and extra run springs are added features which prolong the thrill of the play. HOME RUN is played with five balls and the rewards may be set by the operator.

$62.50 TAX PAID F.O.B. CHICAGO!

BUMP-A-LITE

Chicago Coin's brand new bumper type automatic payout table deluxe. This spectacular game is over-sized and embodies features only to be found in tables selling from $159.50 up.

$119.50 TAX PAID F.O.B. CHICAGO

CHICAGO COIN CORP.

1725 W. DIVERSEY BOULEVARD · CHICAGO, ILL.

Rock-Ola's Thrilling 1937

WORLD SERIES

Now Being Delivered From Offices—Time Saved Is Money Made

World Series is a legal skill game with all the thrills and appeal of the national sport.

See "WORLD SERIES" now at our office. Get in for the "Spring training season."

WORLD SERIES is Distributed in the Southwest by

ELECTRO BALL CO., INC.

Dallas Fort Worth Waco San Antonio Houston
Wichita Falls Oklahoma City Memphis New Orleans

ARTISTS IN EXPRESSING CONSIDERATION

All intellectuals do not think that business men are scoundrels. Dr. Henry C. Link, the practical psychologist and author, calls employers the most unselfish of men. He says they are usually far more unselfish than their employees. They have to be. If they did not think about others, about their customers and their workers, they could not possibly achieve success. "Indeed," he says, "the very essence of business success lies in the degree to which an employer in competition with others, can benefit both his employees and his customers."

The employer usually becomes skilled in the art of expressing consideration for others. His very success depends on it. The greater becomes his interest in helping others, the greater is his success likely to be. Many a worker is in a small job because he will not accept responsibility for the welfare of others.

As Shakespeare said, "The fault, dear Brutus, is not in our stars, but in ourselves, that we are underlings."

ROY JONES ANNUAL PARTY

Operators Amusement Company entertained during the holidays at their plant at 2509 Ross avenue, Dallas, Texas.

Roy Jones, who heads this organization, reported that more than a hundred friends attended the party. Of course, Roy's usual way of entertaining his employees and friends is of the highest class.

As he pictured the scene to the writer, in one corner of his office, you can imagine an inviting bar at which delicious drinks were served continuously. Roy also furnished music for dancing.

All the friends of Operators Amusement Company always look forward with pleasure to this annual event.

An inscription that tells a great story in a few words is that on the Wolfe and Montcalm monument on the Plains of Abraham at Quebec, Canada: "Valor gave them a common death, history a common fame, and posterity a common monument."

ROBERT HUNTER DISTRIBUTOR FOR PAMCO

Word received from Robert W. Hunter of the Hunter Sales Company, Dallas, advises that he has recently taken over the H. W. Distributing Company, located at 211 South Pearl street, Dallas.

Mr. Hunter says, "We are featuring Pamco's Hi-De-Ho novelty and payout ,also their new novelty game, Three Star Special, which they say is the best novelty game they have ever built, and you know that they have put out some real honeys."

Among other things, the recent depression has taught us that the ladder to success is not an escalator.

It COSTS you
$60 a year to keep on replacing Batteries in Pin Games. ELIMINATE them forever with the
ELECTROPAK
INSIST ON THE GENUINE ELECTROPAK

FIRST IN EARNINGS!
FIRST IN CLASS!

THE new fascinating playing action and moderne, ebony-black, silver-trimmed cabinet make Galloping Dominoes the outstanding hit of the day!

From every part of the country come reports that this marvelous new Dice Payout is breaking all records for profits—outpulling any game operators have ever handled!

Player may choose any or all of the points or combinations by inserting nickels in one or as many as seven chutes. When the whirling, dazzling Flasher Light, reflecting through the superb Mirror-Bak playing field comes to rest on the winner—out pour the winnings from 2 to 1 up to 30 to 1.

Don't place another game in your top spots until you've investigated this sensational profit-getter! Write or wire your distributor at once!

$325

Federal Tax Paid F.O.B. Chicago

GALLOPING DOMINOS

THESE FEATURES ASSURE CONTINUOUS PROFITS!

7 Coin Visible Drop Chute
7 Times Earning Power

Spinning Flasher Light
Whirls beneath and reflects through playing field

Mirror-Bak Field
Illuminated modernistic mirror top decorated in dazzling colors

Stunning Cabinet
Modern ebony-black, trimmed in silver. 38" high, 36" long, 19" deep

Mechanical Marvel
Hinged top quickly opened. Entire mechanism including coin chute unit attached to sliding drawer and easily removed for quick service.

SEE THESE DE LUXE GAMES!

BANG TAILS -- $335
Horse Race Payout DeLuxe

ROLLETO JR. -- $345
Roulette in an Automatic Payout

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REGISTERED
COPYRIGHTED
Dec. 31, 1936

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H. C. EVANS & CO.

1522-28 W. ADAMS STREET, CHICAGO

Leading Manufacturers of Amusement Equipment for 45 Years

PREAKNESS FLOATS AS IVORY SOAP

With all the tragedy that has been connected with the flood, a funny incident was reported by Charles Trau from Cincinnati. Trau is manager of the Markepp branch in that city.

Trau wrote that Bob Bruns, a Cincinnati operator, saw a pin game floating down the river after it had been washed out of a cafe that was completely destroyed by the flood.

Bruns hired a boat and rode to the rescue. On getting closer, he discovered it was a Preakness and much to his surprise found that it was one of his own games.

"There shouldn't be any kick on the part of the authorities about amusement games," Bruns told Trau, "they're so pure, they float like Ivory soap."

SANTO VOICES PLEA FROM FLOODED AREA

John D. Santo, one of the leading operators in West Virginia, phoned long distance from his home in the flood-swept Ohio River Valley to H. M. Marcus at Cleveland with a plea that all kinds of clothing should be sent to the sufferers.

Santo said that they were able to take care of their people as far as food and lodging went, but that thousands had to leave their homes in boats and were unable to take any clothing with them. "The need for clothing is very serious, and whatever anyone is able to give will be of great help," Santo pleaded.

"The spirit of the people despite the terrible losses that they suffered is encouraging, and everyone is just waiting for the water to go down before they can clean out their homes and businesses and carry on," said Santo.

ADVANCE
VENDING
MACHINES

More Than 100 Models
Send for 1936 Catalogue

ADVANCE MACHINE CO.
4647 Ravenswood Avenue
CHICAGO, ILL.

BOOST "BUMPER" OUTPUT TO 600 DAILY, AS NOVELTY game sales climb to new peak. Photograph shows final inspection line at Bally Manufacturing Company plant, which is now working enlarged crews on 24-hour basis.

BALLY ANNOUNCES BUMPER PAYOUTS

"A 'Bumper' game for every type of location!" says Bally Manufacturing Company, originators of the "Bumper" non-payout game; and their promise is backed up with the announcement of two different automatic payout "Bumper" type machines.

Both games—"Skipper" and "Carom"—feature the giant coil springs made famous by the "Bumper' novelty number; pinless, pocketless playfield; and the so-called "Growing-Score" Totalizer by which player sees the score increase as the game progresses, with every "bump" or hit flashed by a clever stereopticon or "magic lantern" device. "Skipper" has the same play principle as "Bumper" and is adjustable for any number of balls, from 1 to 5. But in addition to the "magic lantern" Totalizer, there is a "magic lantern" Free Games Register; and at a certain score, adjustable by the operator, Free Games are registered concurrently with the recording of the score. At the end of the game player receives payout as indicated on the Free Games Register.

"However," points out Jim Buckley, Bally's general sales manager, 'Skipper' must not be confused with the ordinary payout machine. 'Skipper' lets the player decide for himself just how he'll take his award. If he decides on Free Games, the chute operates without coins until all Free Games are used up. If he wants a payout, he presses a button, and out come the coins or tokens. He can even take his award partly in Free Games and partly in actual payout."

"But that's not all. The entire payout section can be removed in five minutes and put back on just as quick. When on, awards are 'player's choice' as I've already outlined. When off, awards are in automatic Free Games only, and all 'payout atmosphere' is completely removed from the machine. Should the merchant be called on to redeem some of the Free Games, he presses a button and thus automaitcally makes a permanent record of all Free Games redeemed."

"Carom" combines "Bumper" action with one-shot play appeal, and also includes such popular features as Electric Kicker and Changing Odds. A novel "odd-or-even" idea is incorporated in the scoring system, which is said to result in unusual suspense.

While stating that volume production is already well under way, Jim Buckley warned that unprecedented demands for the original "Bumper" would put some limitations on "Skipper" and "Carom" production. "Although 'Skipper' and 'Carom' were on display," Jim stated, "only during the last 15 minutes of the recent Coin Machine Show, orders booked then more than consumed our entire first week's production. And by the time we get Show orders cleaned up, a new influx of orders will be upon us. It's going to be first come, first served, and I don't mean maybe.' "

CALCUTT CLICKS WITH NEW 1937 DE LUXE MODEL ARISCRAT BILLIARD TABLE

Fayetteville, N. C.—Joe Calcutt, president of the Vending Machine Company, and internationally known wherever coin machines are used, reported that since the announcement of his 1937 model Aristocrat Billiard Table with its five-cent coin operated slot, that the firm has been deluged with requests from operators everywhere in the country for further details as to shipment and construction.

Joe has been the leading exponent of the coin operated billiard table as the only de luxe equipment in the coin machine industry that is "absolutely legal everywhere and that meets the demand of the public for de luxe coin operated amusement."

Each year he has been quietly presenting a new model of his de luxe Aristocrat Billiard Table and has been meeting with a series of steady successes.

This new model supersedes everything that the firm has ever manufactured in this line. Joe felt that the time had ripened for the introduction of de luxe equipment of a legal nature that had proven itself over a long period of time as to mechanical worthiness and steady profits and therefore brings to the industry one of the finest machines in the de luxe equipment category with a great record behind it to back every statement that he is making for it.

Joe reports, "When we prepared our usual circular this year, right after the coin machine convention at Chicago, and mailed it to our many friends throughout the country, we prepared ourselves for the usual amount of business we receive each year on the presentation of our new model.

"To say that we were surprised at the sudden return of interest in this fine equipment is to put it mildly. Wires, letters and phone calls continue to pour into our offices every day. Operators, jobbers and distributors want more information on our new 1937 model de luxe Aristocrat Billiard Table.

"The men tell me that this is the equipment they need because it is legal in every respect and because they realize that it has been bringing in big, steady profits in actual operation now for over ten years.

"Of course we admit that the swing to major equipment has made all this possible. I feel that the operators are going to again enjoy great and steady profits with our new 1937 de luxe Aristocrat and that the tables we are already shipping are sure to increase interest everywhere in the country for further orders. We are therefore stepping up our production to meet this increase and feel we shall be in a position within a few weeks to meet any and all orders for the de luxe Aristocrat Billiard Table."

The Vending Machine Company are also preparing an elaborate program for the sales of their new, 1937 de luxe Aristocrat Billiard Table with new circulars, new advertising schedules and with new ideas which are certain to create much attention everywhere in the world.

"Shipments already made certify great popularity for this new table," the firm reports, "and a definite return to the legal type of equipment in the de luxe equipment category."

BEARSE CATERS TO COIN MACHINE TRADE

The Bearse Manufacturing Company was incorporated in 1921. They employ approximately 125 people and manufacture cotton and burlap bags, maintaining a large department for the manufacture of various kinds of pads, such as pads for coin operating machines, refrigerator pads, carrying harnesses, phonograph pads, radio pads, washing machine pads, furniture pads, etc., as well as an extensive line of rubberized dust covers for office machines, etc.

A special department is also maintained for printing and special lettering for these pads with a staff of artists and various expert operators. The bag department has a daily capacity of approximately 200,000 bags and has maintained a very consistent production through the years of depression.

A volume of approximately $750,000 worth of business is done annually and shipping to all parts of the United States and foreign countries.

Many special bags and pads are manufactured where definite specifications have to be followed to meet various requirements of the trade.

The business originally started with a small shop of seven or eight operators with a volume of $25,000 annually and has increased to the present volume and capacity. The officers are T. H. Bearse, president; H. L. Olsen, vice-president, and J. G. Auer, secretary and treasurer.

The company now operates in a factory built especially for their work, occupying approximately one acre of floor space with extensive equipment comprised of the latest and most modern types of sewing machines and special machines.

For better protection—no scratching or marring—easier, quicker handling, use Mastercraft Pad and Adjustabe Carrying Harness.

Transport your machines easily and safely at minimum cost. Pad is separate from harness and both made to fit all makes of coin operative machines. Pad sturdily constructed of waterproof canvas heavily tufted and harness made of extra strong belting.

QUALITY Mastercraft PADS

BEARSE MANUFACTURING COMPANY
INCORPORATED 1921
3815-3825 Cortland Street, Chicago, Illinois
Phones: Belmont 8710, 8711, 8712

Announcing

"GOLD RUSH"

MINIATURE SHOOTING GALLERY

A "Gold Mine" for Operators and Locations

The only miniature gallery equipped with the Caswell Patented SAFETY Bullet Trap and Target Carrier. De Luxe models are sound-proofed, trimmed in chromium and equipped with electric sign and the finest rifles.

Gold Rush on locations are making as much as $75.00 daily for the operator

DeLuxe and Standard Models, manufactured and distributed exclusively by us. Write for details. See "Gold Rush" at . . .

ELECTRO BALL CO., INC.

Dallas Fort Worth Waco San Antonio Houston
Wichita Falls Oklahoma City Memphis New Orleans

HUFFMAN OPENS CAPITAL NOVELTY CO.

For 17 years one of the foremost operators of coin machines in Oklahoma, W. A. Huffman (better known as Red) announces in this issue of AUTOMATIC WORLD his launching out into a bigger and newer field. Huffman has opened an up-to-date show room and office known as the Capital Novelty Co. at 408 Northwest Fourth street, Oklahoma City and besides having the distributorship for a number of devices, also will conduct a coin machine exchange and repair shop.

Huffman was especially eager to have the opening of his new business announced in this issue in order that his many friends in the coin machine field will know his new address. He invites everyone who is interested in coin machines to drop in and see him whenever they happen to be in Oklahoma City. Before organiizng the Capital Novelty Company, Huffman was associated with the Wewoka Novelty Company in the city of that name and with the Western Novelty Co. at Seminole.

MARVEL AT EVANS GAMES

"Extraordinary," is the word they use in certain bright nite spots, according to R. W. (Dick) Hood, president of H. C. Evans & Co., when the conversation turns to the new Evans games. These games are finding their way into top locations in all corners of the country and operators are genuinely amazed at their drawing power and earning capacity.

"You'll always find the sporty crowds playing the Evans games," said Dick Hood. "Only recently, when the exclusive Royal Palm Club of Miami, Fla., opened its doors as one of the ultra-fashionable nite-spots, its patrons had the pleasure of being introduced to Roletto, Jr., our coin-operated roulette wheel game at the premier. This type of game is an enormous favorite, and it can usually be counted upon to carry more play than any other game.

"Equal with the success of Roletto, Jr., is Galloping Dominoes, our new dice payout. This is also a coin-operated game of great popular appeal and a superior money-maker. Certain types of locations, without exception, find this dice game their top attraction. Locations that have a yen for horses, however, are most enthusiastic about Bang Tails, which is similar in play to the other two, except that its field presents the excitement of the race track. In our town tests, these games almost invariably 'cornered' the play wherever tried, with an income that even beat 'slots.'

"Our company," continued R. W. (Dick) Hood, "has gone to great expense in developing these three new machines for locations that want better games to make greater profits. They are fully protected by patents, copyright and registration which may not be infringed upon by anyone else. While we've got to 'step on it' to keep up with orders, we're determined to live up to our policy of making prompt delivery at all times, as that's part of our promise to the trade."

IT'S WURLITZER-SIMPLEX AGAIN...

America's Largest Operators Laud WURLITZER-SIMPLEX

Wurlitzer has done it again! All over America, the country's most successful operators are praising the new Wurlitzer-Simplex Automatic Phonographs: producing ample evidence that these marvelous instruments get and hold the big locations. Profit by their example. Follow in their footsteps. Operate Wurlitzer-Simplex in your territory and make money in 1937. Write, wire or phone for information to-day. The Rudolph Wurlitzer Company, North Tonawanda, N. Y. *Canadian Factory:* RCA-Victor Co., Ltd., Montreal, Que., Canada.

Above:
Vice-President Homer Capehart of the Rudolph Wurlitzer Company shakes hands with Mrs. Jerry Germenis, wife of one of New Orleans' most successful operators while Jerry himself looks on. He states, "Congratulations! You have kept your line up to date which proves you can't stand still. Your phonographs still lead the industry and I am enthusiastic over their many new improvements."

Left:
Left to right: Walter Gummersheimer, Wurlitzer representative and E. H. Petering, Assistant General Sales Manager, look on while J. H. Beckman, Automatic Phonograph Corp., St. Louis, Mo., signs an order for 250 more Wurlitzer-Simplex Phonographs to augment the 308 he already has in operation. States Operator Beckman, "Am operating 100% Wurlitzer-Simplex. Need I say more?"

PRINTED IN U.S.A.

Above:
B. L. Kulick holds the pad while Operator W. P. Hamel of the Capitol Coin Machine Exchange, Concord, N.H., signs for one hundred more Wurlitzer-Simplex instruments. "We've been in business for eight years and can't afford to take chances. That's why we handle Wurlitzer-Simplex exclusively," says Mr. Hamel.

Right:
Wurlitzer representative J. H. Payne demonstrates the new Wurlitzer-Simplex coin mechanism to A. W. Witalis, L. J. Dixon and W. C. Miller of the Triangle Music Co., Cleveland. Remarked operator Witalis, "We knew we had the best in 1936 but Wurlitzer's 1937 line will make coin machine history."

Left:
Wurlitzer representative R. Q. Kramer poses with operator J. P. Blackwell, Denver, Col. who has over 1000 Wurlitzer-Simplex Phonographs earning for him. Says this highly successful operator, "Am ordering 500 additional 416 and 616 models, carrying thru 1937 on the same cabinet design as was our leader in 1936. I operate Wurlitzer-Simplex because I have found that it pays."

WURLITZER-SIMPLEX—Modernistic Models 616 and 612

Cabinets of both models are identical. Model 616, illustrated above, plays 16 records. Model 612 plays 12 records. Otherwise both models are the same throughout.

WURLITZER-SIMPLEX—Modernistic Models 716 and 712

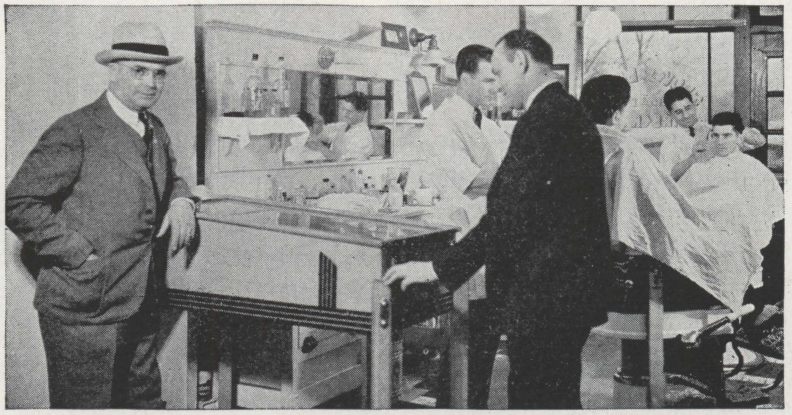
Cabinets of both models are identical. Model 716, illustrated above, plays 16 records. Model 712 plays 12 records. Otherwise both models are the same throughout.

RAY-RIFLE IS BUSINESS BOOSTER

One of the most interesting facts brought out by Bally Manufacturing Company's recent survey of earnings on Bally's Eagle Eye is the evidence that, on the whole, operators of this equipment are limiting merchant's commissions to 33⅓ per cent.

"The reason merchants are satisfied with 33⅓ per cent," according to Jim Buckley, Bally's general sales manager, "is the fact that 'Bally's Eagle Eye' has been found to be a powerful business stimulator, bringing new crowds to every location where it is installed. Merchants figure this increased patronage as part of their profit—and they also take into consideration the fact that they are put to no trouble or inconvenience whatsoever in the way of checking scores."

"This last factor gives a clue to the reason why 'Bally's Eagle eye' is being widely installed in the better grade locations, such as nightclubs, hotels, cocktail lounges, high-class taverns. Being built as a beautiful article of furniture, 'Bally's Eagle Eye is being welcomed into the most exclusive spots—which, by the way are also exceedingly profitable spots."



"A 'HIGH-HAND' AFFAIR," SAYS GEORGE BAROK OF THE Barok Company, Columbus, Ohio, regarding a "High-Hand" novelty game, which, to quote Mr. Barok was 'made over a year ago, has been in constant use at a repair cost of $3.40, the price of a transformer. It is still on location," Mr. Barok explained when sending the picture in to the Markepp Company, Cleveland, "it grosses around twenty-five bucks a week, and our records show this game has grossed over $1,400 up to the first of the year." Mr. Barok, well known to Ohio operators, is shown resting his elbow on the fourteen hundred dollar game. "High-Hand" was manufactured by Bally Manufacturing Company.

PLAYERS LIKE MYSTERY ACTION

Chicago—Al S. Douglis, president of Daval Manufacturing Company, this city, reports that letters received by the firm since the coin machine convention attest to the fact that counter game players prefer changing odds and mystery award action.

He says, "When we introduced Reel 21 we learned that the players liked the changing odds action of the game as well as the mystery of what's under the closed reels.

"Prior to the Reel 21 the Penny Pack, 1c play cigarette reel counter game, has created the greatest sensation in the counter game business, having taken in in pennies more dollars worth of play than any 5c, 10c or 25c play counter game introduced up to that time.

"If we could only combine the play compelling features of the 1c cigarette reel Penny Pack together with the changing odds and mystery award play of the Reel 21, we would have some game—that was agreed by everyone in the industry, including players, location owners, operators, jobbers and distributors. Well, it wasn't exactly easy, but we did it. The net result is the Tri-O-Pack 1c play changing odds, mystery award cigarette reel counter game that is now acclaimed the greatest sensation in the counter game field."

Typical letters of comment on Tri-O-Pack received from operators are to the effect: "That mystery action on your Tri-O-Pack is what gets the players on this location. I've never seen any counter game where the interest gets as red hot as it does on this baby. And all because, after the players have a winner, they don't know just how much they have won until they snap open the shutter. I believe, Mr. Douglis, it would be most interesting to study the actions of players when ready to push the mystery odds button on Tri-O-Pack. I've seen them rub a lucky coin or rabbit's foot that they carry with them, or else look for a hunchback to rub his hump, and I've even seen one player rub the head of one of the colored boys who works in the spot for luck.

"After that they will push one of the buttons and if they hit, everyone in the place gets a thrill when they get a winner.

"Some of the suspense motions that these fellows go through is sure jittery, but, oh, boy, they sure do get a great kick out of this counter game, Tri-O-Pack."

A company of colored recruits had received an announcement they would be drilled on the morrow on how to attack a fortification.

When the company had been dismissed, a big, awkward private approached the corporal in charge of his squad and asked: "What am a fortification?"

The corporal seemed to swell with contempt at such ignorance. "Don't you know no 'rithmetic at all? Everybody knows dat a fortification ain't mor'n two twentifications."

CHAS. KOSTER CIGAR STORE
BRASS-ALUMINUM
SPECIAL TRADE CHECKS
OR STEEL
GOOD FOR ... MERCHANDISE
YOUR NAME and ADDRESS IS ON ONE SIDE

100	$3.50	300	$7.50	500	$10.00
200	5.50	400	9.00	1000	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.
STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc. Terms—One-third Cash—Balance C.O.D.
SUPREME PRODUCTS CO. 333 N. Michigan Avenue, Chicago
ROUND-SQUARE or OCTAGON - Lettered on 2 Sides

OPERATORS AMUSEMENT CO. OFFERS BULL'S EYE RIFLE CLUB

Operators Amusement Company, 2509 Ross avenue, Dallas, Texas, is offering the new Bull's Eye Rifle Club, miniature shooting gallery, to their customers with perfect confidence in its many money-making qualities.

This shooting gallery is not an experiment but a proven location-tested money maker. Real Winchester rifles and real bullets are used to make this game especially fascinating. It is absolutely safe and bullet proof. One of its greatest selling points is that it is legal everywhere.

The gallery, made of 14 gage hot rolled sheet steel, is 79 inches high, 110 inches long, 40 inches wide at the front and 18 inches wide at the rear. This attractive little gallery can be assembled in about fifteen minutes, and makes positively 75 per cent less noise than any other shooting gallery on the market plus 100 per cent efficiency and ease in handling.

A real test of this machine has been made in Dallas at 1917 Elm street. The operator, who formerly had operated pin games exclusively, is more than satisfied with the big profits this gallery is turning in day in and day out. The operator was surprised at its wide appeal and immense popularity, and very pleased with the profits.

This COUPON Brings You CANDY SAMPLES FREE

Mail This Today

For prices, details and samples of better Vending Machine Candies, Coated Nuts, etc., write your name and address below, tear out and **mail this coupon.**

NAME .....

ADDRESS .....

CITY ..... STATE .....

Candy Crafters, Inc.

LANSDOWNE, PA.

WESTERN'S GRAND PRIZE HAS PROFITABLE JACK-POT FEATURE

The Greeks had a word for "it," and in all probability it was "profits." But actions speak louder than words, and the Western Company lost no time in producing their latest sensation, Grand Prize. The glory of ancient Greece is now faded and gone, but the glory that is being gained by Grand Prize is just in its beginning stage.

The first automatic payout table with the jackpot feature, Western's Grand Prize, is making history on locations all over the country. This Western machine provides operators with all of the outstanding features of the regular ball automatic payout table, plus the automatic jackpot. This revolutionary playing combination idea is the biggest appeal ever presented to players and it's being proven by the huge $25 daily collections that operators are making. According to the most experienced and smart operators, Grand Prize is one of the logical purchases of the year, and no operator is fully equipped to make the most out of his territory unless he is operating Grand Prize. Immediate deliveries are being made on this machine and despite the fact that production is at its maximum, the Western standard of operating reliability is being given the utmost consideration.

Jimmy Johnson in a recent statement to the automatic industry said, "I know of no game in our history that gives the operator so 'gilt-edged' an assurance of big money and entirely satisfactory performance."

Teacher: "Robert, give me a sentence using the word 'satiate."

Bobby: "I took Mamie Jones on a picnic last summer and I'll satiate quite a lot."

It is only once in a great while that a Byron is born, who can make love and sing of it, too. Most of the sweetest sentimental singers have been woman-shy.

Some men always win at those Saturday night poker parties; some always "come out just even"—and a few tell their wives the TRUTH.

A father feels repaid for everything when his daughter begins to take his side in the arguments with her mother.

ATLAS COIN MAKES BIG PROFITS ON RAY-O-LITE

Human nature has its many peculiarities, and the story of a street-car conductor taking a street-car ride, or a mail man going for a walk on their day off is as old as the hills. A similar situation arose during the New England Sport Show which took place in Boston. "Dyed-in-the-wool" hunters and marksmen could not resist the lure of five Seeburg Ray-O-Lite Rifle Ranges that were placed especially at this show by the Atlas Coin Machine Company.

The playing response was terrific, resulting in a profit record that is almost unbelievable. These five machines took in $1,500 for the eight days that the show ran. The Atlas Coin Machine Company in making its report to the Seeburg firm stated, "We believe this to be an outstanding record, but assure you we are not in the least surprised. The playing appeal of the Seeburg Ray-O-Lite Rifle Range was a 'natural' in relation to the type of person that attended the show. They were all sportsmen and expert marksmen, and consequently, appreciated, not only the unusualness of this Seeburg rifle, but derived the maximum pleasure from its operation. The efficiency of performance, the accuracy and realistic rifle more than satisfied these critical men. Last but not least, the target action of the Seeburg rifle range provided a thrill to men who actually had undergone the zest and excitement of real hunting. In every detail your rifle ranges have substantiated all our previous convictions as to its superiority.

This is but one of the many instances where a Seeburg Ray-O-Lite rifle range has met severe tests in playing appeal and constant performance hour after hour. The New England Sport Show incident is a tribute to Seeburg engineering, the clever enterprise of the Atlas Coin Machine Company.

The youngster punished for his wallpaper murals apparently is destined to be another Diego Rivera.

"Henry VIII of England once gave a dinner that started at 5 p. m., and ended at 3 a. m." Waiters apparently don't change.

About all we get out of some parties is the relief of taking off our shoes when we get home.

HATS OFF! TO PHOTO CELL OPERATED GAMES

THE INDUSTRY'S BIGGEST MONEY-MAKING SCOOP ! ! !

That ingenious little fellow, Mr Photo Electric Cell, hitched up his belt another notch and cast his eye around for a new field to conquer. Whether he spotted the coin machine first, or the coin machine spotted him first, no one seems to know. The important thing is that they got together.

AND LO! A new type of game sprung up out of this union; a game which right from the beginning had all the earmarks of success: Appeal . . . Skill . . . Profit. True, other types of games were then in the money, but that's nothing compared to the new Gun-and-Target games now digging down deeper than ever for nickels, NICKELS, NICKELS! For here is ALL PROFIT . . . and an IRON CLAD INVESTMENT.

No operator can go wrong on this kind of a game. No fear of location shortages. No fear of saturation. And absolutely no fear of confiscation!

While the application of photo electric cells and photo cell amplifiers are comparatively new to the amusement field, they have been on the market for years. They passed the stage of experiment and infancy long ago. Today, they are used in almost every industry for detecting flaws in raw material and finished products, sorting and weighing various kinds of material, protecting life and property by sounding burglar and fire alarms, and controlling hundreds of critical operations in manufacturing plants thruout the world. Photo electric cells are capable of doing things which cannot be done as satisfactorily by other means. They are quicker than the eye or ear; quicker than the hand; and they can "see in the dark"! That the photo cell and the coin machine should get together is a "natural," and because of this, the coin machine industry is on the threshold of its greatest prosperity period.

The operation of the photo cell unit in a Gun-and-Target game is very simple and easy to understand. When a light beam is focused on the photo cell, it excites the elements in the tube which produces a faint electrical impulse. This tiny impulse is detected by the amplifier and magnified thousands of times to a point where it becomes strong enough to pull two contacts together. These contacts, when closed, provide a clear path for the 110 volt house current (or whatever voltage is furnished for regular use), and thus the commercial current is used to operate the lights, signals, score board or other registering device involved in the game.

But while the theory of photo electric cell operation is easy to understand, there are few people today who have the education and training in electronics to be capable of engineering amplifiers for the important jobs they are required to do. For example, it is obvious that the amplifier unit must be exceedingly sensitive in order to detect the almost imperceptible impulse created in the cell. On the other hand, it must respond to the light beam at all times but NOT be influenced by normal sunlight or room lights.

When the target is hit, the amplifier must INSTANTLY set the scoring mechanism to work and kick back to its normal operating position. In the flash of an eye, the amplifier must do its complete job, restore itself, and be ready for a "clean" second hit. Two targets hit or two scores recorded by one shot SHOULD NOT happen! Sluggish operation CANNOT be tolerated! Nothing short of precision engineering and manufacture can keep the interest and profit of these games at their peak.

So photo electric amplifiers cannot be just thrown together. They must be properly engineered to the specific job. This takes "special" brains and a full and sympathetic understanding of the problem to be met in the field.

A game with a photo cell amplifier made in Chicago MUST have the STABILITY to operate as well in California, Florida, Maine, Texas, Alaska, down in a mine, on board ship, or up in the air. And any device that lacks the stability to do this is NOT a photo cell amplifier, and has no claim to the name. Designing and building real photo cell amplifiers demands specific education in this field coupled with a wealth of practical engineering experience in applying the various phases of electronics to photo cell problems.

Because we are manufacturers of photo electric cell amplifiers, we are naturally interested in the success of photo cell operated games. But more important, because we are electronic engineers in the TRUE sense of the word, we know that the profits which photo cells have already brought to this industry is but a mere sample of what the future holds for both coin machine operators and manufacturers alike.

★ ★ ★ ★ ★ ★ ★ ★

An authority on electronic engineering, Mr. Jerome Rossetti, Vice-President and Chief Engineer of Universal Control Devices, is the inventor of various circuits and apparatus which have helped to bring the stability of photo cell amplifiers and associated equipment to the present stage of perfection and practicability.

Manufacturers! ★ ★ ★ ★

Here at UNIVERSAL you will find the answer to your problems. We invite inquiries from those who are now marketing games which employ photo electric cells or from those who contemplate the marketing of such devices. We GUARANTEE our products as to stability, accuracy and reliability in the field under actual operating conditions! Ours is a confidential business wherein the conferences we attend and the work we do are treated accordingly.

★ UNIVERSAL CONTROL DEVICES ★

201 N. WELLS STREET **CHICAGO, ILLINOIS**

HAROLD E. JOHNSON

Chicago manager of the Electrical Products Company. Harold is rich in coin machine experience. From 1930 to 1935 Mr. Johnson was district manager for the Burgess Battery Company. From 1935 until his association in 1936 with the Epco firm Harold was special representative to the coin machine industry of the Ray-O-Vac Battery Company. Mr. Johnson has made himself invaluable to the automatic device manufacturers. Mr. Johnson maintains a complete warehouse stock of Electropaks, Photopaks, Adaptopaks, Electroloks, and the new Epco Fuse Eliminator at his Chicago office.

ROBBERIES IN TENNESSEE REPORTED

Word just received from V. C. Kelley, Kelley Music Co., 1040 McCallie avenue, Chattanooga, Tenn., advises that thieves have been operating in the section of Dayton and Rockwood, Tenn., stealing phonographs, marble games or anything which could be disposed of conveniently.

Mr. Kelley says, "Seems they either get the proprietor busy or probably give him some money and have him leave the place, and then they get the machines out. Looks like they are working both ways. We had a P-12 Simplex stolen in Dayton, Tenn., and another dealer or operator had two Rock-Olas stolen. Also another operator lost some race horse games, and I have been informed that the detectives located one of these games in Florida."

In closing, Mr. Kelley asks the cooperation of all fellow-operators, especially those in Georgia and Florida. He asks that you please keep an eye out for these stolen machines and if you secure any information, please contact him at the above address immediately.

Lady: "We saw the advertisement about this house being for sale, and we've come to see it."

Owner: "Yes, madam, but after reading the ad writer's description of it we have decided not to sell."

AS THE ARTIST SEES JACK ROYCE

Jack Royce, in charge of phonograph sales at Mills Novelty Company, has been with Mills for three years, coming to this organization from Minneapolis, Minn., where he

was associated with the T. K. Kelly Sales System.

Jack is very well known throughout the United States by phonograph operators through the medium of Mills phonograph salesmen who are under the jurisdiction of Royce. Royce himself knows the phonograph business from stem to stern and has surrounded himself with a group of talented phonograph salesmen who are taught all the intricacies of operating before they are sent out to sell to operators.

CHURCH USES ROCK-OLA'S TOM MIX RIFLE—This is a view taken at Holy Rosary Church in Chicago. This shows the Tom Mix Radio Rifle with the gun stand located at quite a distance. As the young fellows got better and better in their marksmanship, the game had to be made harder for them, and the only way that could be done—without the operator being there to "shorten" the bull's-eye—was to increase the distance in the shooting range. The Tom Mix Radio Rifle is proving extremely popular, especially with the younger people, because they quickly "take" to the popularity of the "name," most of them listening in the afternoons to the radio, on which the Tom Mix program appears daily.

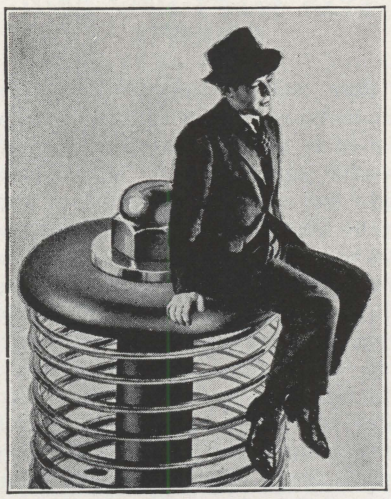
BRADSHAW & GRIFFIN MOVE TO NEW LOCATION

Mr. Gibson Bradshaw of Bradshaw & Griffin, Denver, Colo., writes that business is improving to such an extent that they recently moved their offices and display rooms to larger quarters at 194 South Pennsylvania street, Denver.

Mr. Bradshaw was kind enough to say, "Please make this change in your mailing list of the AUTOMATIC WORLD, as we would not like to miss a single copy."

A blind man is one who fails to recognize the waste of operating a slow tool when a faster one is available.

Learning that his men are contemplating a sit-down strike, the astute employer will interest them in horseback riding.



TRICK PHOTOGRAPH DRAMATIZES "Bumper" spring, revolutionary giant coil spring originated by Bally Manufacturing Company and used in their Bumper, Skipper and Carom games. Herb Jones, Bally's advertising manager, who directed the clever stunt photograph, says, "The moral is: Get on Bumper and you'll be sitting pretty!"

OPERATORS OF COLUMBUS VENDORS VISIT F. C. EWING CO., FORT WORTH, TEXAS

The following operators of Columbus vending machines were visitors at the F. C. Ewing Co. office recently:

L. E. Montgomery, Waco, Texas; Mr. and Mrs. L. A. Muse, Clarendon, Texas; C. M. Fitch, Austin, Texas; Leland Nabors, De Leon, Texas; Francis Keller, Brady, Texas; R. F. Lane, Ballinger, Texas; C. E. Simmons, De Leon, Texas; Whit Scarbrough, Kerens, Texas; J. R. Storey, Richardson, Texas; E. B. Ribble, Slayton, Texas.

WESTERN'S GRAND PRIZE IS BIG MONEY HIT

In the eight seconds that it takes you to read this sentence, 5,450 people in sections all over the country, will be dropping coins into the coin chutes of the Western Equipment & Supply Company's extensive line of coin operated machines. This is one of the very interesting statistical facts recently gleaned from the sales and profit records of the Western Equipment & Supply Company. There can be no greater proof of the profit-making ability of the Western machines, than this evidence of their tremendous patronage.

Grand Prize, Western's new automatic payout table with the exclusive jackpot feature, is one of the main reasons for this amazing nation-wide play. No other payout table has ever been able to offer players the combined thrill of an automatic payout with the registered jackpot. But the operation of this new feature is comparatively simple. Ten cents of every dollar inserted into the mystery coin chute automatically goes into the jackpot. A ball shot into the daily double pocket automatically empties when $4.90 is collected. The last 10c of the next dollar awards $5.00. After this big payout, the jackpot visible immediately turns to zero. This possibility of big payout induces continual pay after play, and puts Grand Prize at the head of the profit-making class.

Studded with many exciting new features, Grand Prize's playing field presents an amazing attraction for thrill seekers. Chief of its features is the 33 winning pockets. The playing field is divided into six races which carry big changing odds. When a coin is inserted, any one of the four perpendicular rows of odds light up. The pockets into which the ball drops, lights the race and points to the odds. The players excitement is kept at fever pitch by the ball, directed by bouncers and springs, darting around this highly colorful field before finally dropping into a pocket.

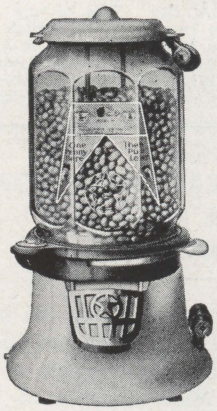
Another amazing popular device is the mystery coin chute light. As the coin is inserted, from two to eight brilliantly colored pockets light up. When the ball drops into one of the pockets on the playing field and it matches a lighted number on the backboard, the player is automatically awarded the indicated odds.

Players of payout tables are constantly in search of more thrills. Satisfying their desires, means highly satisfactory income to the coin machine operators. With the introduction of the Western Equipment & Supply Company's new game, Grand Prize, the operator can now furnish location patrons with the excitement they seek. That is why Western's games set the pace in nation-wide popularity.

One poor fellow who lost his heart, then his head and asked for her hand now finds trouble on foot and is about to get it in the neck—Grand Island Independent.

Whether or not people marry for love seems to be immaterial. They marry for better or for worse—that covers the situation.

COLUMBUS
Model "M"
Peanut and Confection Vendor



How long will your machines be productive? Why Experiment? Eventually you will use Columbus Vendors

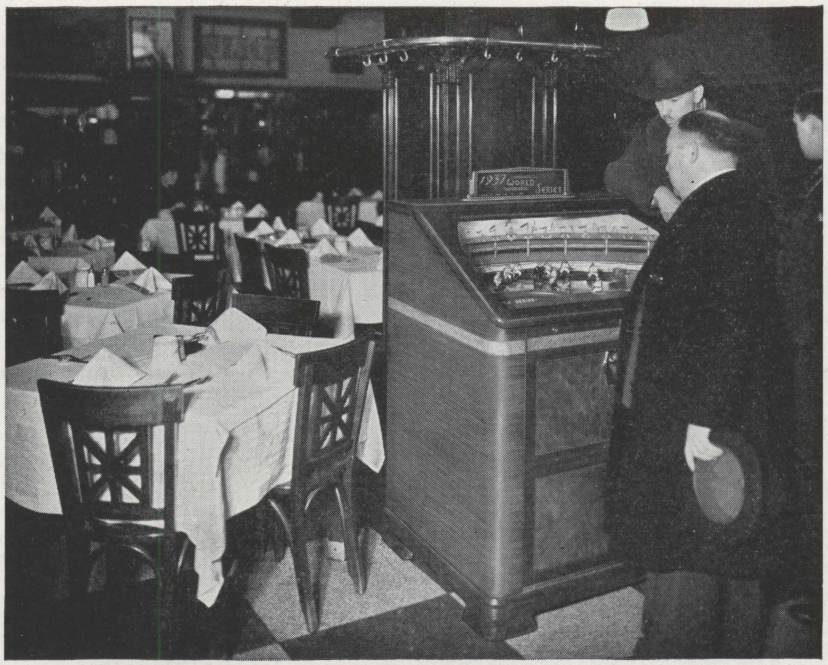
F. C. EWING CO.
The Operator's Friend
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEXAS

SPEEDY PROFITS

GREYHOUND RACES
No. 1184 **1000 Holes**
Takes in $50.00
Definite Payout 25.65
Gross Profit $24.35
A HARLICH JUMBO BOARD
PRICE EACH $2.72 Plus 10% Tax. Price Includes Easels and Fraud - Proof Tickets.

Write for Our Latest Circular Describing 18 New Profit-Makers.

HARLICH MFG. CO. 1411 W. JACKSON BLVD. CHICAGO - - - ILLINOIS



"LITTLE JACK" IS MAKING "JACK"—Every city has certain restaurants which are famous for the excellent quality of food and their service. In the city of Chicago "Little Jacks," at Kedzie and Madison streets, has a reputation of being one of the finest restaurants in the entire city. This picture shows "Little Jack" himself, inspecting Rock-Ola's 1937 World Series baseball game, which was recently installed in his restaurant. This machine is getting a tremendous play at Little Jacks and dozens of operators have gone over to the place to watch the crowds playing World Series. Herman Klebba, big operator in Chicago, said: "Why, the players actually holler and scream just like at a regular ball game, when the Cubs and Giants are playing at Cubs Park."

HURVICH BROTHERS POPULARIZE ROCK-OLA SOCIALS

A remarkable example of the help a catchy name or phrase can be in the popularizing of an article is related by Mr. Max Hurvich of the Birmingham Vending Company, Birmingham, Ala.

The name, Rock-Ola, is not new to Mr. Hurvich, but when, a few months ago, posters began appearing in and around Birmingham, advertising Rock-Ola Socials, he was all attention. Here was something worth looking into. What he learned is both gratifying and amusing.

The melodious sound of the words Rock-Ola Multi-Selector has made a big hit with the naturally musically inclined negro population. As they have seen and heard it always in connection with music and music machines, it has become with them synonomous with gaiety, laughter and music, and especially with that informal get-together so dear to the heart of every Southern negro, the "social."

Nothing can be a "social" without music, and the music is now almost invariably furnished by a Rock-Ola Multi-Selector. So common has references to the Rock-Ola Multi-Selector become that it is not generally known among the colored population that there is any other make of coin-controlled phonograph.

Real tribute is due the Gold Dust Twins, the brothers, Max and Harry, for the remarkable job they have done of so popularizing the Rock-Ola Multi-Selector among the negro element that they are giving Rock-Ola Socials. It is a job that could be done only by men having first hand knowledge of the colored people, as well as what a "social" really is. A real negro social is like nothing ever seen north of the Mason-Dixon Line.

With Rock-Ola Socials becoming more popular, and economic conditions in Alabama showing such decidedly rapid improvement, it looks as if the popular Hurvich brothers are in for a busy, profitable year.

NEW KEY RINGS
Specially Made for Vending Machine Operators
No. 9-W Holds 80 to 100 Keys—35c
No. 18-W Holds 100 to 150 Keys—50c
Postpaid—Stamps Accepted
SATISFACTION GUARANTEED
Large Vending Machine Catalog Free With Order, If Requested
VIKING SPECIALTY CO.
530 Golden Gate Avenue
SAN FRANCISCO, CALIF.

STAR SALE'S NEW COIN COUNTER

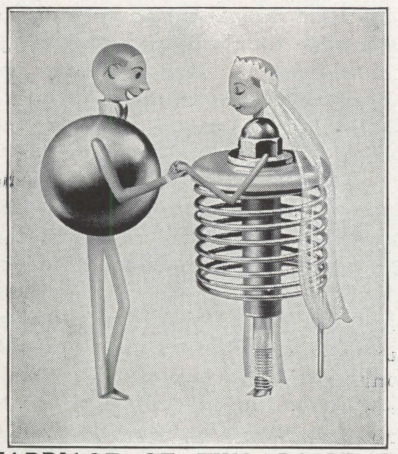
Star Sales Company announces production of a new coin counter designed to meet the needs of the successful operator. It is compact, light but rigidly constructed of high grade aluminum. The one cent size stacks and counts $5, the nickel size stacks and counts $12. It is a simple thing to pick up the coins for wrapping and easy to detect slugs and bent coins. Smart operators will be quick to realize these practical and handy coin counters will enable them to cover more territory in less time. Another important feature of these beautiful coin counters is the low price.

BALLY 1936 TRIO RETAINS POPULARITY

Passing the one-year milestone and still in production is the record set by three games introduced by Bally Manufacturing Company at the 1936 Coin Machine Show. The popular trio consists of Ray's Track, Bally Baby and Reliance, all three of which will be retained in the 1937 Bally line, according to Jim Buckley, Bally's general sales manager.

"In view of the avalanche of orders for Bumper and our other 1937 hits," Jim stated, "we had to limit production somewhat on Ray's Track, Bally Baby and Reliance. The demand has continued so strong, however, that distributors are insisting that production on the popular trio be stepped up. It's going to be a problem, but some means will be found to speed up deliveries of these three 'yearlings' without jeopardizing production of our current games."

Ray's Track is said to be unique in the field of automatic horserace games in that it features a 50-to-1 daily double surprise award. Mechanical simplicity is also stressed by the makers, who point out that the entire mechanism is housed in the top six inches of the cabinet. Bally Baby attained fame as being the "world's smallest coin machine," requiring only 6 inches by 5 inches counter space. In addition to the penny cigarette play and nickel-dime- quarter trade stimulator originally featured, a third style of reels recently added offers a clever "numbers" game with odds as high as 400 to 1. Reliance in the payout dice game class is said to have gained in popularity since the recent addition of a jackpot feature displaying actual cash.



MARRIAGE OF TWO POPULAR coin-machine stars. Herb Jones, advertising manager of Bally Manufacturing Company, visualizes union of One-Shot Appeal and Bumper-Action in Bally's new Carom.

ELECTRO BALL PRESENTS GOLD RUSH

The Gold Rush Shooting Gallery, sensational new shooting game, is being manufactured and sold by the Electro Ball Company with home offices at 1200 Camp street in Dallas, Texas.

Gold Rush is the only miniature shooting gallery equipped with Caswell patented Safety Bullet Trap and Target Carrier. The size is ten feet long, two and one-half feet wide and six feet high. Gold Rush comes in de luxe and standard models. The gallery stands on neatly designed nickel plated steel supports and is a complete unit in itself. It is completely made of steel and so constructed as to eliminate the usual dangers. The rifle is so secured that it cannot be pointed in a dangerous direction. You can't shoot out of a Gold Rush Gallery. Each individual bullet is caught safely in the novel Caswell patented bullet trap. The empty fired cases are caught separately from the lead bullet fragments. Both by-products are salvaged for resale.

Each gallery is equipped with the rugged Caswell patented ball-bearing target carrier which does away with any possibility of accidents while changing targets. Not just a safety device but a real convenience as well. It further speeds up the firing when the shooting rush is on. The Caswell equipment is in country-wide use today and since 1929 has been the standard target carrier used for the model shooting galleries at the leading sportsmen's shows of the country.

The gallery is good for outdoor or indoor use and can give the skilled marksman something of real interest to shoot at. You do not need any additional protection equipment. It is all enclosed with steel and the .22 caliber rifle can be safely secured from theft and danger. The target is illuminated with an ample lighting device made up of standard equipment. The interior of the gallery is painted with a soft effect to insure ample light and model appearance at all times. The exterior is finished with an attractive baked-on enamel finish and renders the neat appearance which is so important to the high class business establishment. The attraction light at the top of the gallery is neat and novel in design and assists in drawing the crowds.

This miniature shooting gallery can be convetred into an actual gold mine for the owner with a possible profit of 500 per cent, yet your customer has a fair chance to win through skill jackpots. There is no fake or deception with the Gold Rush Gallery. It is a model money making device and a medium of keen pleasure.

"DIZZY" DEAN "GOES FOR" HILL BILLY MUSIC

While "Dizzy" Dean was associated with the Rock-Ola organization during the recent Coin Machine Show, promoting the sale of their World Series baseball game, he had one of the Rock-Ola Rhythm Masters in his room at the Hotel Sherman.

It was interesting to observe his preferences in music, because of his well-known knack of taking the simple, common-place incident and then playing them up to the grand stand in a way to secure the effect of the spectacular. Sure enough, he showed a decided preference for recordings of the Hoosier Hotcha. "Gee! That's a swell tone that machine has," was his admiring but typically "Dizzy" Dean comment.

The hottest thing on earth is the electric furnace, with a temperature of nearly 3,730 degrees.

• LADY LUCK •

1200 Hole——Form 4190

Takes In	$40.00
Pays Out	19.00

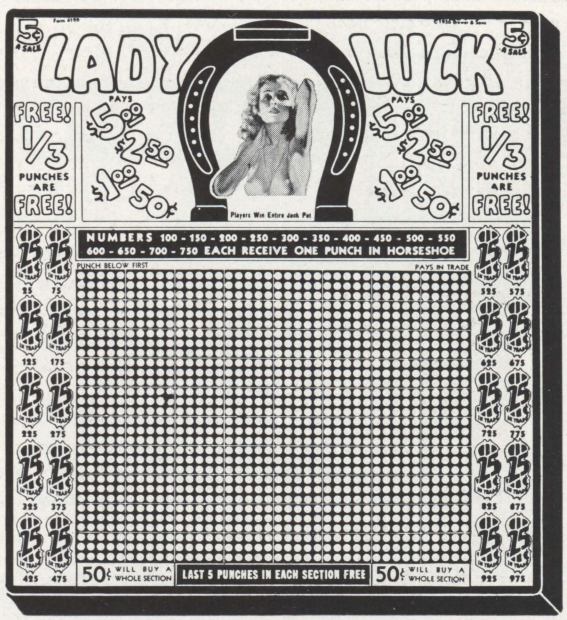
Price with easel $1.22
Plus 10% Federal Tax

SPECIAL BOARDS, CARDS AND HEADINGS FOR EASTER AND MOTHER'S DAY

Write for Our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

CHAS. A. BREWER & SONS

LARGEST BOARD AND CARD HOUSE IN THE WORLD
6320-32 Harvard Avenue CHICAGO, U.S.A.

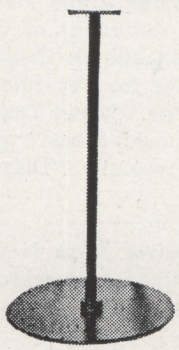

LADY LUCK
FREE! 1/3 PUNCHES ARE FREE!
PAYS 5¢ 25¢ $1.00 50¢
NUMBERS 100 - 150 - 200 - 250 - 300 - 350 - 400 - 450 - 500 - 550
600 - 650 - 700 - 750 EACH RECEIVE ONE PUNCH IN HORSESHOE
50¢ WILL BUY A WHOLE SECTION
LAST 5 PUNCHES IN EACH SECTION FREE

BLATT ENTHUSIASTIC ABOUT WORLD SERIES

Willie Blatt, Supreme Vending Co. of Brooklyn, "Little Napoleon" of the coin machine industry, is very enthused over the possibilities of Rock-Ola's new World Series baseball game in his territory. Blatt claims that this game has everything the players want, and will probably remain popular for many years to come, due to the interest and thorough knowledge of baseball shown by all Easterners. "With only a few games on location in this part of the country, the demand is tremendous and players actually shout and holler when playing the game." "World Series is so realistic," Blatt says, "that a regulation baseball game can be played with more real thrills, than a great many ball games I have seen on the Polo Grounds. This robot baseball machine has everything it takes for steady and increased play on any location."

Location owners have a different feeling towards the operators when placing this kind of equipment on locations, because it is of such high quality, and the cabinet is more beautiful than the storekeeper's own fixtures in 90 per cent of the locations. Therefore, they take better care of the machine by wiping off the glass and polishing the cabinet from time to time . . . keeping it in a prominent location instead of shoving it in a corner. Storekeepers are proud of this kind of equipment and this helps the play considerably. Once a World Series becomes popular in a location, it remains popular and customers get the habit of playing it daily.

With the approach of the baseball season, Blatt claims the game will become more popular than ever. And the fact that the all-star lineup includes the very best players of both leagues gives the players a thrill, because the baseball players used in the World Series are known to everyone because of the extensive publicity given to this lineup by the Chicago Tribune and 128 other newspapers who share in the promotion of this game in the fall of each year when millions of votes are cast.



IRON STANDS
FOR PEANUT AND BALL GUM MACHINES
PRICE
$1.35 Each
F.O.B. Fort Worth
Shipping Weight 20 Lbs. Each
F. C. EWING CO.
The Operator's Friend
1414 E. Lancaster
P. O. Box 851
FT. WORTH, TEX.

SEEBURG SYMPHONOLAS GROW MORE POPULAR

From a wayside tavern somewhere in California, to an ultra-smart restaurant in New York, on thousands of locations, dancing couples sway to the scintillating music of America's finest dance bands, reproduced by the J. P. Seeburg Corporation's new 1937 line of automatic phonographs. Countless patrons all over the country, making repeated selection after selection, is undeniable and tremendously profitable evidence of the nation-wide popularity possessed by the Multi-Selector Melody King and Symphonola phonographs.

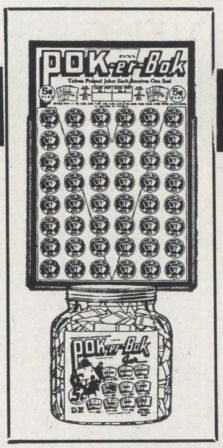
A location patron, enjoying the High Fidelity tonal reproduction of a new Seeburgh phonograph, cannot possibly realize the careful consideration and intensive production that preceded its introduction on the location. The J. P. Seeburg Corporation recognizes that the operator's problem is to always give the public only the finest in musical entertainment. Laying production plans with no concrete knowledge of existing conditions is almost like "shooting in the dark." So, for their mutual protection, the J. P. Seeburg Corporation took definite steps to work hand in hand with the operator in solving his problems.

At great expense, contact men were sent to various locations to make an exhaustive survey of the general present-day needs of all types of locations. Their reports were studied by a staff of skilled engineers who spent many months of research in developing the marvelous features of these models. As a result, the Multi-Selector Melody King and Symphonola automatic phonographs represent the highest achievement in the field.

"Body by Fisher" means the height of beauty, modernity and distinction in the automobile industry, and equally as outstanding in the automatic phonograph field is the phrase, "Cabinet by Seeburg." To operators all over the country, the J. P. Seeburg Corporation's new designs stand for the finest in beauty and workmanship.

So simple is the illuminated multi-selector device that even a child can make a desired record selection easily and quickly. The patron merely pushes a convenient red button and then makes his record choice by pressing one of the illuminated amber buttons. Two super dynamic speakers combine to give the greatest possible full frequency range, assuring perfect tonal quality regardless of volume. The Seeburg exclusive Paralline tone arm keeps the needle tracking perfectly parallel with the record groove and gives much greater life to the needle than ever before. These are among the many outstanding innovations of the new 1937 Seeburg phonographs.

This remarkable combination of cabinet beauty, incomparable tonal quality and mechanical reliability provides the operator with the utmost in location performance and income.



LARGE MARKINGS ON POKER HANDS UNDERLAID IN WHITE ENABLES QUICK READING OF TICKETS WHEN THEY ARE OPENED UP.

127 CASH PRIZES — TWO $5 JACKPOTS

POK-er-Bok

A SMALL INVESMENT IN UNITS BRINGS GIGANTIC PROFITS

No expensive equipment to buy. Use same jars over and over with our refills at unusually low prices. New improved tickets and Jack Pot card seals are absolutely TAMPER-PROOF.

BIG CASH WINNERS!

127 prizes including two $5 Jackpots, nine $2 to $10 prizes plus 37 $1.00 prizes on the Jackpot Card and 114 Jar Winners from 25c to $2.00 each. Good locations sell three to five a day or over week-end. Repeats like wildfire. Operators cleaning up BIG MONEY.

Sample Deal $6.50 Average PROFIT $28.00

Profit per deal averages $28.00. Dozen deals average $336.00 profit to operators. Play more fascinating than POKER—pays 85 per cent of take to players. Public eats it up. Get sample and quantity distributor and operator prices.

WERTS NOVELTY CO., Inc. Dept. A.W.-3. MUNCIE, IND.

BULLS-EYE SHORT RANGE SHOOTING GALLERY

A Real Money-Maker

GETS THE PLAY AND KEEPS IT!

Uses real .22 rifle—Noiseless, no danger. Put on location. Beautifully finished in attractive colors.

PERFECTED BULLET TRAP

ABSOLUTELY BULLET-PROOF

10 Feet Long—3 Feet Wide
Requires Very Little Space

Standard Model	$149.00
DeLuxe Model, not insulated	$165.00
DeLuxe Model, Insulated	$175.00

FREE WITH EACH RANGE

New Winchester Repeating Rifle, Shells and Target Cards

We Carry a Complete Line of SLOT MACHINE PARTS for Mills, Jennings and Watling Write Us Your Needs. Prices Reasonable.

Visit Our Show Room and See These POPULAR GAMES

Prices F.O.B.
Dallas, Texas
One-third Deposit with Order

ROLL OVER *DISTRIBUTED BY* HOME RUN

OPERATORS AMUSEMENT CO.

2509 Ross Ave. Phone 2-9371 DALLAS, TEXAS

MODERN

THE

Orchestrope

MODEL C 10-20

FIRST IN PROFITS

For Operators

Operators can make more money with the ORCHESTROPE because locations are demanding it, and locations are demanding the ORCHESTROPE because—

1 Twenty selections but only 10 records. Plays records on BOTH SIDES.

2 Combined Program and Multi-Selector—No numbers—just push buttons opposite program slips.

3 Program, Selector and Coin-Slides at top of cabinet at eye-level. No stooping. Convenient and easy to operate.

4 Impressive and beautiful Cabinet. Locations are proud to have this most Modern and Outstanding Phonograph.

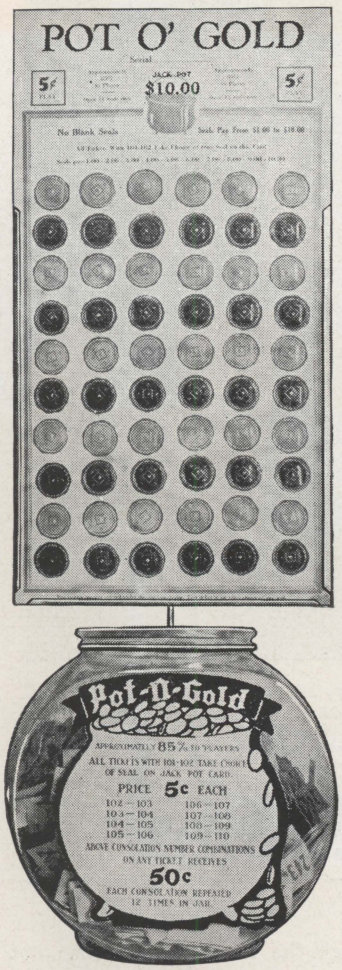
5 Thousand-Dollar Tone —has no equal.

Optional Equipment--Slug Ejectors which really eject slugs.

Write

THE ORCHESTROPE

FORT WAYNE, IND.



$5.15 COMPLETE DEAL

You've Heard of Golden Dreams . . .
Well--This Isn't A DREAM--
but it's GOLDEN!

POT O' GOLD is not only GOLDEN—it's the game you've dreamed about! Let's get off these dreams, and down to business! POT O' GOLD uses tip combination tickets, running from 101-102 to 119-120. Each combination repeats 12 times, a total of 2280 tickets in each jar.

5c DEAL

Take In - - - $114.00
Pay Out - - - - 72.70

PROFIT - - - - $41.30

Tickets are machines folded; allowing absolutely no chance of there being less than 2280 in each refill, or of any winning combination either being eliminated or repeating itself. None of the trouble experienced with hand folded tickets.

SMALL INVESTMENT -- *BIG PROFITS!*

You need not invest $150 or more to get a return of $15.00 per week—your investment in POT O' GOLD is ONLY $5.15 FOR COMPLETE DEAL, with similar or greater return!

MUNCIE NOVELTY COMPANY

P. O. Box 823 MUNCIE, INDIANA

PLAYER'S CHOICE PAYOUT BOOSTS EARNINGS

Jim Buckley, general sales manager of Bally Manufacturing Company, reports that the new Player's Choice payout, featured in Bally's Skipper game, is receiving enthusiastic praise from operators, who find the feature a definite factor in boosting net profits. "Apparently," says Jim, "the usual player's choice is to play s'more! You know, Skipper lets the player decide for himself how he'll take his skill awards. He can either play off his free games, in which case the coin-chute operates without coins being deposited ;or he can receive an actual payout in coins or tokens merely by pressing a small button on the side of the machine. Operators are agreed that most players elect to play off the free games, which apparently 'ups' the net income of the machine.

"Of course, the fact that Skipper has the famous bumper giant-spring action, with neither pins nor pockets on the playfield, is what attracts and holds the play. The growing score totalizer is also important as a play-stimulator, and in the case of Skipper there are two such totalizers, one recording the score, while the other records free games accumulated by the player. But, above all, practical operators consider the player's choice payout as the outstanding reason for Skipper's success as a money-maker."

Skipper also features a removable payout section, which is said to give utmost operating flexibility in that the entire payout section, suspended below the cabinet, may be removed. When this is done, awards are in automatic free games only, and all "payout atmosphere" is removed from the machine. Any free games redeemed by the merchant are automatically recorded.

The milk-wagon collided with an auto and many bottles of milk were broken.

ADVERTISING TO SWAY PUBLIC OPINION

All advertising men have to do, all that men in public life have to do, all that managers of big bsuiness and of big corporations have to do to sway public opinion is to be responsive to the higher ethics; to have faith in and to understand the people; to deal squarely and honestly with them and to measure up to the popular aspiration for better and clearer methods in all the concerns of civilized life—W. G. McAdoo.

A dance never seems too long when you have the right partner.

THINK OF THE SAVING!

$60 to $90
a year are spent for Batteries in Pin Games. *ELIMINATE* them with the

ELECTROPAK

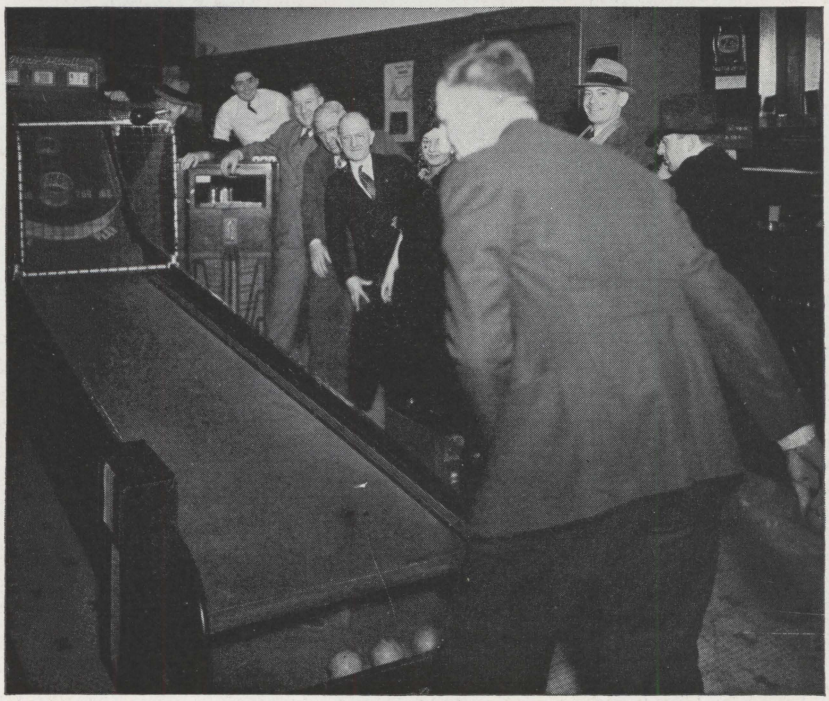
TOM MIX RADIO RIFLE BIRTHDAY PARTY

After seven consecutive months' operation in Paul Gerber's Playroom in the Sherman Hotel, the two Tom Mix Radio Rifles were given a birthday party on Monday, February 15, at the Celtic Bar. Willie Blatt, Paul Gerber, and many other prominent coin machine men were present to enjoy the festivities.

The Tom Mix Radio Rifles have been found to be very adaptable to many new types of locations for coin operated equipment, and the demand by church socials and bazaars has been a new outlook for the operating business. Operators in Chicago territory and other parts of the country are taking full advantage of this opportunity by using Tom Mix Radio Rifles as concession machines at these various affairs and by doing so large amounts of money are raised for all the good causes usually sponsored by these institutions. The operators, in turn, also get large collections. With equipment of this kind, it offers all operators an opportunity to cash in on the big events that come into his territory from time to time and by so doing can also create a lot of good will among the people who are usually prejudiced against coin operated equipment because they do not understand.

If this kind of equipment is used to raise money for their own affairs, there is no resistance on their part from then on. Recently, in Chicago, a church social was held on the West Side in the Holy Rosary Church. Two Tom Mix Radio Rifles, two School Days Radio Rifles, two World Series baseball machines and two Rock-O-Ball bowling alleys were used for the sole purpose of raising funds for a very worthy cause. After the affair was over, the committee in charge saw the value of this equipment from a strictly amusement standpoint to raise funds for worthy causes, they were so appreciative that a very fine unsolicited testimonial letter was sent to the operator.

F. C. EWING CO.
The Operator's Friend
Triple Cleaned No. 1 Spanish Peanuts
Blanched Virginia Peanuts and Cashew Nuts
Fancy Grade for Vending Machines
Write for Prices
1414 E. Lancaster—P. O. Box 851
Phone 2-8648 FORT WORTH, TEX.



A ROCK-OLA LOCATION BOWLING TOURNAMENT—Picture shows a regular Rock-Ola Rock-O-Ball Senior model, located in the famous Nicholls Recreation Parlors on the North Side of Chicago, where a regular league has been formed, with five-men teams playing each other on various nights of the week, just like a regulation bowling league. Here the members of one team are encouraging their champion player, who, incidentally, is leading the league. Because of the triple score feature of Rock-O-Ball, the previous high score is always shown, as well as the score of the current game and the number of balls already played. This feature enables a bowling team to keep track of the game just the same as any game in any bowling alley, with the added advantage—they always know what the previous high score was, which each player—naturally—tries to beat.

NEW MODEL 2-IN-1 VENDOR A BIG SUCCESS

"The new 1937 model of our 2 in 1 Vendor is selling even bigger than we expected," says Dave Robbins of D. Robbins & Co., Brooklyn, N. Y., manufacturer of this attractive double column merchandiser.

Dave says that one of the largest operators in the East placed an order for 200 2-in-1 Vendors after he had tested a sample machine in one of his "toughest" locations.

In addition to many other features, the 2-in- 1Vendor is a splendid money maker because one compartment can be used for vending nuts or candies and the other compartment for ball gum.

Dave says that when toys and candy are vended in one of the compartments and ball gum with prize balls in the other compartment, many 2-in-1 Vendors are netting the operator over $2 weekly profit.

The 2-in-1 Vendor is equipped with the Robbins' patented spring attachment which positively prevents the jamming or crushing of toys. The machine will also vend pistachio nuts, salted peanuts, cashew nuts, tablet chewing gum, licorice lozenges, etc. Although the 2-in-1 Vendor has two merchandise compartments, it is so compactly constructed that it requires only about the same space as the average single column vendor.

Another important feature that appeals to operators is the waterproof construction and perfected coin slots which reject most of the commonly used slugs and washers. Dave Robbins is telling all operators to own a route of 2-in-1 Vendors in addition to their games, because the 2-in-1 Vendors are permanent money makers.

"Don't knock a competitor" has not yet been accepted by women as a rule of conduct.

After you've driven it three years an automobile isn't as good as ever, and you know it.

BATTERIES cost you $60 to $90 per year on Pin Games
ELIMINATE them with
ELECTROPAK
INSIST ON THE GENUINE ELECTROPAK
ELECTROLOK • ADAPTOPAK • EPCO FUSE ELIMINATOR

PREHISTORIC PIN GAME, proudly displayed by Jim Boyle (Boyle Amusement Company, Oklahoma City), who claims that he and C. A. Kettering found the device, which is played with pebbles instead of marbles, in an Indian burial ground. Jim is shown in costume of O'Toole Indian Tribe, coinmen's fraternity sponsored by Bally Manufacturing Company.

SUPER SALESMEN

I enjoy reading about the methods of those super-salesmen, the life insurance agents.

Suppose you called on a friend and he told you, "I have no money . . . I don't need life insurance . . . I am not interested in your proposition . . . I am not in the market."

Life insurance salesmen hear such remarks every day.

When the prospect resists the salesman, the recommended procedure is for the salesman to relax the sales pressure. The salesman pretends that he is convinced that a sale cannot be made, and affably switches the conversation to another subject. When the prospect's guards are down, and he is telling about a funny remark recently made by his little boy, the salesman jerks the hook, and abruptly turns the talk back to insurance.

By such skillful methods, men are induced to provide funds from which they can be decently buried and their family clothed and sheltered.

It seems strange that men should resist the purchase of life insurance so vigorously. Within reason, life insurance is the first thing a man should buy when he becomes a father. His wife should insist that he buy it.

TEACHERS

The discussion in these pages concerning how young people should be taught and what they should be taught has led one reader to make the following observation:

"My ideal 'teacher' is one who teaches very little, but who arouses in his pupils a curiosity to know and understand things. I fear we have too few such teachers."

The headmaster of a preparatory school where boys who haven't done well elsewhere are sometimes sent, remarked that parents often told him that their sons for the first time learned how to study at his school.

"We don't teach them how to study or how to concentrate," he explained. "Neither can be taught. We simply arouse their interest in the subject they must study. When we do that, the art of study and concentration comes naturally."

What interests us does not seem like work. Work is something that bores us, that we have to force ourselves to do.

A crowd gathered.

"Poor fellow," said a benevolent-looking man, "you will have to pay for this accident, won't you "

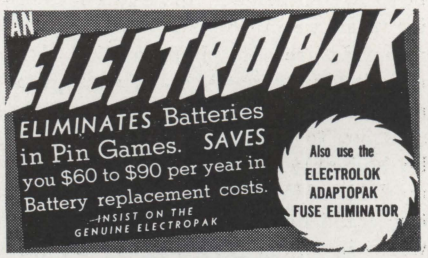
"Yes, sir," said the driver.

"That's too bad, here is a quarter towards it and I'll pass the hat for you."

After the crowd had contributed and dispersed, the driver said to a bystander:

"Ain't he the wise guy? That's the boss."

Face the facts, brutal though they may be.


AN ELECTROPAK
ELIMINATES Batteries in Pin Games. SAVES you $60 to $90 per year in Battery replacement costs.
INSIST ON THE GENUINE ELECTROPAK
Also use the ELECTROLOK ADAPTOPAK FUSE ELIMINATOR

$2 IS THE BOTTOM
$3 IS THE TOPS
NO HIGHER
800 ROOMS
• Here's a new deal in hotel economy—you can't pay more than $2.-$2.50 or $3. for a single room with bath. Choose this splendid downtown hotel where comfort and luxuries surround you. Wonderful food moderately priced.
IN Detroit
CLIFFORD R. TAYLOR, Managing Director
Hotel TULLER
FACING GRAND CIRCUS PARK

ALL IS SMILES AT THE ROCK-OLA PLANT

Broad smiles have seemed to us more in evidence lately at the Rock-Ola plant, than usual. Sensing something "in the air," I. F. Webb, phonograph division manager, was asked to explain what it was all about, and particularly with reference to the phonograph division.

Says Mr. Webb, "First, we in the phonograph division feel that we have definitely arrived at the goal for which we have been 'plugging' since the phonograph division was added some two years ago. It is difficult to express briefly what has been accomplished, but one can realize that when the firm started the manufacture of phonographs, with no previous experience at it, a great many difficulties confronted us, the solution to the most of which could be had only by the 'trial and error' method. Until all of these difficulties could be met and ironed out, we were in what you might call the 'trial and error' or 'experimental' period. Within 90 days, we were over that period and now have such a footing that the energies of more men can be spent on work of a really productive nature.

"For instance, now I will get to do considerable traveling in the interest of the business, that I have wanted to do for a long time, but which until now has been impossible.

AN ARISTOCRATIC LOCATION—The continued popularity of Rock-Ola's 1937 World Series baseball game has enabled operators to place this machine in locations of unusual distinction. Located on the famous "Gold-Coast," in the city of Chicago, the St. Clair Hotel Pharmacy is noted for its exclusive patronage. Here we see two of the scions of wealthy families playing the World Series game in this distinguished location. Rock-Ola's 1937 World Series baseball game is proving to be a big drawing card in all types and styles of locations.

Arthur Weinand **I. F. Webb**

"This year we are in a decidedly better position as far as concerns the equipment we have to offer. There are three distinctly different Multi-Selectors available in five models, so that our market is greatly broadened.

"The Rhythm Master is the lowest priced of the three and is available in both a 12-record and 16-record job. The beautiful Rhythm King is the in-between machine and is available also in 12-record or 16-record capacity. The Imperial XX is the super-deluxe job for choice spots and is made only in the 20-record model.

nomic conditions generally being much better, and improving rapidly. Yes, we of the Rock-Ola Company do have so many reasons to be happy, that I guess it would be just impossible not to smile."

While at the plant, we were shown a greatly enlarged shipping room that was made possible by transferring certain of the assembly department from the third to the other floors of the various buildings. Hundreds of crates containing phonographs, radio rifles, baseball games, pin games, etc., were moving through this department in a steady stream. Here, all right, was definite reason for Mr. Webb's optimism.

BALLY'S EAGLE EYE POPULAR WITH LADIES

A check-up of Bally's Eagle Eye ray-rifle machines on location reveals that 80 per cent are in spots frequented by both men and women in almost equal proportions, according to Ray Moloney, president of Bally Manufacturing Company.

"We find," Ray stated, "that Bally's Eagle Eye is gaining easy access to the highest type of locations; such as night-clubs, country clubs, cocktail lounges, hotels and de luxe taverns. These locations have little space to spare, and the adjustable stand used on Bally's Eagle Eye enables operators to place the machine almost anywhere without interfering with tables, bars, booths, etc. The cabinet is merely raised on the adjustable stand, and players shoot over the heads of other patrons. These locations are frequented by mixed groups of men and women, and operators tell us that women are as enthusiastic over the triple duck moving target idea as are the men."

WORLD'S SMALLEST TOTEM POLE

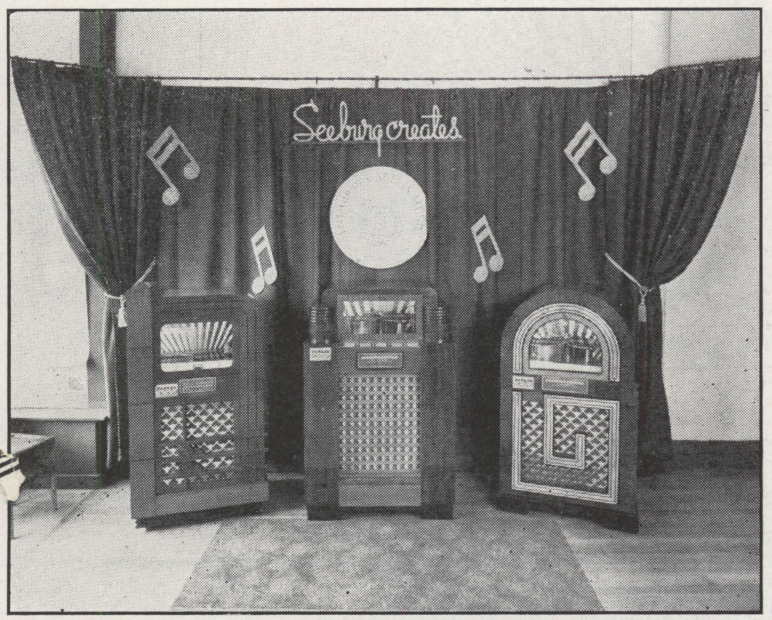
Most recent Indian relic received by Bally Manufacturing Company, sponsors of the Tribe of O'Toole Indians, is said to be the world's smallest totem pole. Though intricately carved in bone, the totem pole is only two inches high. The pygmy pole is the gift of Joe Huber of Huber Coin Machine Sales Company, Chicago.

SPOTLITE GOING BIG

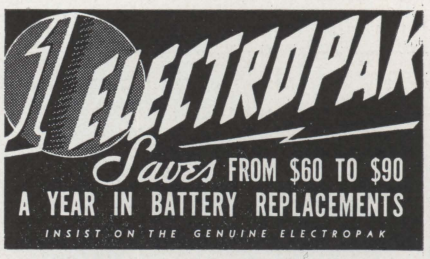
"Spotlite is really in the spotlight," said Dave Gottlieb, president of D. Gottlieb & Co., with high enthusiasm. "Every fond prediction we made about our new game a few weeks ago is coming true. It's going over with a bang that resounds in all parts of the country. I don't want to keep saying, 'I told you so,' but it's exactly what we foresaw from our tests. The public wants that type of game and we've always found it to be the best policy to give people what they want, for the people in turn have a very nice way of showing their appreciation—by patronizing the games they like."

Spotlite is a bumper-type varied chance payout which gives the player additional winning opportunities with new possibilities of increasing the odds. These added chances of winning, it is claimed, keep the players' interest keyed up to a high pitch, for he cannot be sure till the very end of the game how big his chances of winning really are.

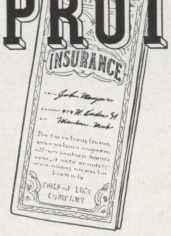
"Spotlite is already in many top locations in every part of the country," concluded Mr. Gottlieb, "and all our distributors are anxious for prompt delivery. At the factory we're operating under a full head of steam, and even if it makes us sweat we're keeping up so there'll be no disappointments."



THE ATTRACTIVE DISPLAY OF SEEBURG PHONOGRAPHS shown above was presented by the Jack R. Moore organization of 104 Golden Gate Avenue, San Francisco, California. John Ruggiero of the San Francisco office reports the sale of four carloads of these new machines.

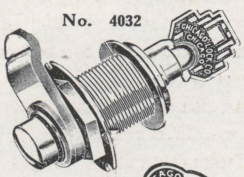


PROTECTION

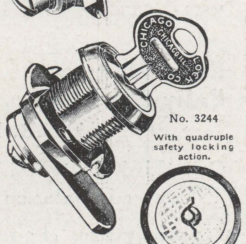


Inside the Chicago Lock is a simple but ingenious mechanism. Its supreme efficiency, durability, and dependability is the very foundation of the ONE VITAL SERVICE you have a right to expect when you buy a lock—PROTECTION! To put inferior locks on a coin machine is false and foolish economy.

No. 4032



● No. 4032 ACE 7 Pin Tumbler Lock. Illustrations ½ actual size.



● No. 3244 Double Bitted Lock with Quadruple Locking Cylinder and Double Grooved "W" Pattern Key.

No. 3244
With quadruple safety locking action.

●

Chicago Locks are supplied as standard equipment on America's leading coin operated devices. Let us prove to you that it costs less to have Chicago Lock Protection.

MANUFACTURERS

Write for This BIG NEW CATALOG

Just off the press. A valuable reference book that deserves a place on every manufacturer's desk. Crammed full from cover to cover with the largest assortment of coin machine locks ever offered. Over 100 different models for amusement games, automatic phonographs, bowling games, etc. Write for your copy today. IT'S FREE.

Chicago Lock Co.
2024 N. Racine Ave., CHICAGO

CHICAGO COIN PRESENTS POPULAR LINE

"The good words have gone around, and whenever active operators meet, you are sure to hear these remarks, "Say, Joe, have you seen the Chicago Coin Corporation's new 1937 line of automatic coin machines? I've had some of these games on location only a few weeks, and boy, they sure are pulling in profits." This reflects the response of operators all over the country to the Chicago Coin Corporation's introduction of these outstanding new coin machine games.

To the rabid baseball fan, restless with the dull monotony of hot stove league chatter, the new game of Home Run gives full play to his pent up baseball enthusiasm. No mere novelty table with a few changes in style is the Chicago Coin Corporation's attractive new game. But it is an entirely different 5 ball baseball game with several startling new features. The fascinating playing design does not employ the use of any hole on the playing field. Five 1½ inch steel balls, bouncing from spring to spring and recording the hits on the liteup rack, give the player an unsurpassed thrill in coin machine play.

Operators' profits on the Chicago Coin Corporation's 1937 line of winners are greatly increased with the immense popularity of Bump-A-Lite. This extremely beautiful payout table holds great attraction for the coin machine player, with its varied colored springs and mirror trimmed liteup rack. If the ball falls into the free play hole, the player gets the second shot and all springs contacted on the second play count, in addition to those made on the first shot.

The coin machine operator, noting the tremendous play these machines are receiving on locations all over the country, has made immediate plans to add more of the Chicago Coin Corporation's 1937 line of popular new coin machine games to his present supply on location.

Used Machine Bargains

Preakness	$80.00
Blue Bird	50.00
Mystery Races (Gottlieb)	37.50
Turf Champs	47.50
Derby Day	60.00
Bally Derby	25.00
Sweet 21	75.00
Bee Jay	70.00
Saratoga	47.50
Red Sails	22.50
Speedway	22.50
Parlay	22.50
Leatherneck	22.50
Peerless	18.50
Galloping Plugs	22.50
Jumbo	17.50
Big Shot (Cal. Co.)	17.50
Sunshine Derby	18.50
Palooka Sr.	35.00
Flicker	45.00
Alamo	15.00
Bally Natural	25.00
Bally Challenger	25.00

Prices F.O.B. Dallas

One-third certified deposit required, balance C.O.D.

HUNTER SALES CO.

211 S. Pearl St., Dallas, Texas

CUT operating costs

$60 to $90 per year a game!

ELIMINATE Batteries with

ELECTROPAK

INSIST ON THE GENUINE ELECTROPAK

BEATING THEM TO IT

I wish Emily Post would make it a crime for anyone to ask, "Have you read . . . .?" naming the latest book. For nine times out of ten the interrogator is merely trying to be snooty.

Best-sellers seldom remain enthroned more than four weeks, and chasing them is not being cultured. To grab one hot off the top of the current list merely to parade the not-up-to-date-ishness of others, at afternoon teas, is downright intellectual snobbery; that's what it is! It is a certificate of membership in the National Association of Inferiority Complex Producers. Why can't the I. C. P.'s just go ahead and say their opinions, without bearing down on my ignorance?

I usually counter by asking, after a moment's obvious reflection, "Have you read the Odessey?" That almost always gets 'em. But if it doesn't, another good stunt is to say, "No, I did't bother, 'cause I think Swift Treacle, by Owen Dobbs, is later and better,"—knowing there is no such book. This strategem makes tahe I. C. P. clam up; good 'n' envious—Widmer Doremus.

Honesty is the best policy, but a lot of people refuse to accept it as a working principle.

W. A. (RED) HUFFMAN ANNOUNCES THE OPENING OF

THE CAPITAL NOVELTY COMPANY

408 NORTHWEST FOURTH STREET TELEPHONE 3-9118

OKLAHOMA CITY - - - - - OKLAHOMA

Distributors - COIN MACHINE EXCHANGE - Expert Repair Service

We guarantee to save you money on almost any type of coin machine equipment. Write for prices on our large stock of good used slot machines and pin games.

ATTENTION OPERATORS—Equipment rented or operated on percentage to any operator having reasonable deal.

Make Our Shop Your Headquarters When in Oklahoma City

LET'S GET ACQUAINTED!!!

PENNY PROPORTION GREATER TO OTHER COINS

Chicago.—Al S. Douglis, president of Daval Manufacturing Company, makers of Tri-O-Pak counter game, reports that the firm have found the proportion of pennies taken in by counter games to nickels to be almost 50 to 1.

Mr. Douglis says, "We have for some years been very much interested in the proportion of various coins counter games take in on location. Many times we have presented machines which take pennies, nickels, dimes and quarters through the same chute. These games have been unusually successful. Many operators have reported to us that they find some locations take in a great number of nickels, dimes and quarters, but they also admit that the greatest percentage of coins have been pennies. In fact, this percentage is as high as 50 to 1.

"Now, with the fine success which we are enjoying with the Tri-O-Pack, which is based on one cent cigaret play action, we have learned that all the operators like this machine much better than the four-way play machines for they tell us that the players will invest all their pennies without any feeling that they are giving up something of great value, especially in view of the fact that thew can get free packs of cigarettes.

"We find again that Tri-O-Pack will take in 100 pennies every time the four-way play counter game takes in two or three nickels. In this case, the operator of the Tri-O-Pack is favored with at least an 85 per cent greater take than he would be with any other type of game on the same location.

"The predominance of penny play machines in many parts of the country, especially in such high rental spots as the New York sportlands is further convincing proof of the fact that the pennies are easier to get than the nickels or dimes or quarters.

"On my last visit to New York I was surprised to find really expensive equipment in the $250 per unit class being operated on penny play. I noticed bowling alleys in some of the sportlands on penny play and was told that these games were now earning more money than they formerly did when nickel action was used.

"From these facts and the figures that we have gathered from the Tri-O-Pack and the other penny counter games we have manufactured we believe that 100 pennies to every two or three nickels is the perfect average take.

"That is why we are now featuring this fact in all of our advertising. We believe that the operators should know one of the reasons for the success of the Tri-O-Pack and that they should take advantage of this penny play wherever possible."

THERE WAS A BIG WELCOME FOR WESTERN EQUIPMENT'S NEW GAME, Grand Prize in New Orleans recently when Sam May, Souhtern division sales manager, spent a few days in the city as guest of the American-Southern Coin Machine Company. Picture shows, left to right: Gene Jaeger and Otto Rodriguez, service department, American-Southern; Earl Straughn, Baton Rouge Western operator; James Talen, co-owner of American-Southern; Sam May, Mrs. Ed Rodriguez, Ed Rodriguez, co-owner with Talen, and Miss Ruth Hentschel, secretary, American-Southern. Straughn is holding Western's new Match 'Em in his hands.

EXHIBIT LAUNCHES NEW NOVELTY CANDY VENDER

One of the most important announcements of the week came from Leo J. Kelly, Exhibit Supply Company sales manager. "The Novelty Candy Vender is now in production. They are coming off the line now in their smart, new cabinets. Deliveries on the hundreds of standing orders have already begun and samples will soon be seen in the show rooms of all our distributors," said Kelly.

The first Novelty Candy Venders off the line were a signal for real celebrating. The Novelty Candy Vender has had a really remarkable reception by the trade. The development of this machine is considered the greatest even in Exhibit's entire history of building successful merchandising machines.

Asked for a few of the many reasons for the success of their Novelty Candy Vender, Exhibit officials volunteered this information: "Merchandising machines are a distinct and separate branch of the coin machine industry. Our thirty-six years experience in the field gives us an advantage. We know the merchandiser business and know how to build what the operator needs.

"Furthermore, the originality of the Novelty Candy Vender is enough to insure its success. It is entirely new and distinctive. It is not a copy, a revamp or a promotion. But an ingenious new creation designed to fill a definite need for new merchandiser equipment to compete with the rapid advances in other types of machines." According to Exhibit's ad man, Mort Duff, the Novelty Candy Vender is more than a digger, more than a vender and more than a rotating merchandiser. It is a magnetic new merchandising attraction —an exciting new game that combines the proven money-getting features of digger, vender and rotating type machines.

YES, YOU DO

A teacher asked her class in spelling to state the difference between the words "result" and "consequences."

A bright girl replied: "Results are what you expect, and consequences are what you get."

KEENEY TWINS ARE HITS

Ray Becker, promotional sales manager, announces the recent arrival of two Keeney twins, Ten Strike and Lite-A-Pair. Both the manufacturer and games are doing as well as can be expected, which is plenty when it comes to a Keeney production.

Ten Strike went into production January 1 and Lite-A-Pair was just introduced about three weeks ago. This new Keeney payout game is now ready for shipment after a series of extensive location tests. Lite-A-Pair is a spiral spring odds-changing, 1 ball automatic payout game, and is also available in 2, 5, or 10 ball models, that can be easily converted back into a 1 ball model.

There are 12 spiral spring posts on the playing field, 6 with red caps and 6 with green caps. As the ball rolls down and hits the green-capped posts, the green dial in the backboard advances one notch for each hit. The same advancement is made for hits against red-capped posts on the red dial. This is the simple but fascinating principle of the payout feature in Lite-A-Pair. If there is a pair of 1's, 2's 3's or 4's showing on the dials when the ball reaches the single out hole of the bottom of the playing field, then a payout is made according to the odds indicated for that pair on that play. Combining this interesting playing principle with exciting odds possibilities, Keeney has truly created a marvelous profit-maker. Odds run from 2 to 1 up to 40 to 1 with each play. Lite-A-Pair is encased in a beautiful [illegible] inch by 24 inch cabinet and equipped with a six coin escalator coin chute, power pack and the efficient, reliable Keeney payout unit.

Both Ten Strike and Lite-A-Pair are outstanding in the Keeney array of 1937 from the angles of originality, brilliancy and also profit ability.

HARRY HOPPE IN DALLAS AT ELECTRO BALL

Exhibit Supply Company's representative, Harry Hoppe, is making his headquarters while in Texas at the offices of the Electro Ball Company, 1200 Camp street, Dallas, Tex. Mr. Hoppe has travelled extensively in the interest of Exhibit both in the United States and abroad.

Ed Furlow, assistant manager of Electro Ball Co., made the assertion that Harry was "a regular guy."

All those good friends of Exhibit Supply Company who wish information on their games will write Harry in care of Electro Ball, or call by and visit with him while he is there.

PROBABLY TRUE

She—A man's ideal woman is a dove with the qualities of an ant.

He—Yes, and a woman's ideal man is a lion with the meekness of a lamb.

JUST LIKE 'EM

"Why does a hen cross the road?"

"If she is an old hen, she probably has her eye on some bargain sale on the other side."

Hard bet plenty Smooth!
IT'S ALL IN KNOWING HOW!
"Experience is a great teacher" . . . but we didn't acquire our experience at the expense of the operators . . . it was done right in our own laboratories before one PERMO NEEDLE was sold!
Used by every manufacturer of automatic phonographs, the engineering laboratories of these firms acknowledge PERMO POINT AS THE WORLD'S FINEST PHONO NEEDLE. This same approval is given by all the leading record distributing companies.
The elliptical point assures smoothness . . . the sapphire hardness assures 2,000 perfect recordings.
Only Permo point needles have the Elliptical patented point that assures 2000 perfect plays!
Insist on the Genuine Permo Point Phono Needle— Accept No Substitutes!
Permo PRODUCTS CORP.
4311-13 RAVENSWOOD AVE. CHICAGO, ILL.

We Appreciate Your Patronage

AUTOMATIC WORLD is published in the interest of the coin machine industry.

To render greatest service it is our duty to mail out AUTOMATIC WORLD each month on a regular date.

To do this it makes it necessary at times for us to lose business from manufacturers who are unable to get their copy in on time.

We regret that the presses cannot be held up at the last minute when wires come in advising copy and plates will be sent at a later date.

Please let us have your copy on time in the future. We are going to mail out the 28th of each and every month.

Thank you,

AUTOMATIC WORLD

SPOT-LITE

VARIED CHANCE BUMPER TYPE PAYOUT

CREATING A SENSATION!

This brand new idea in payouts has already become one of the most sensational games ever devised. The player must match Starter-Lite, Key Lite and Payout Hole to win, while results are flashed in color on the Tally-Board. There are additional chances of the ball bumping Starter-Lites in the lower part of the field and at the same time increasing the odds. From start to finish, the play is packed with excitement and suspense. Pays up to 40 to 1.

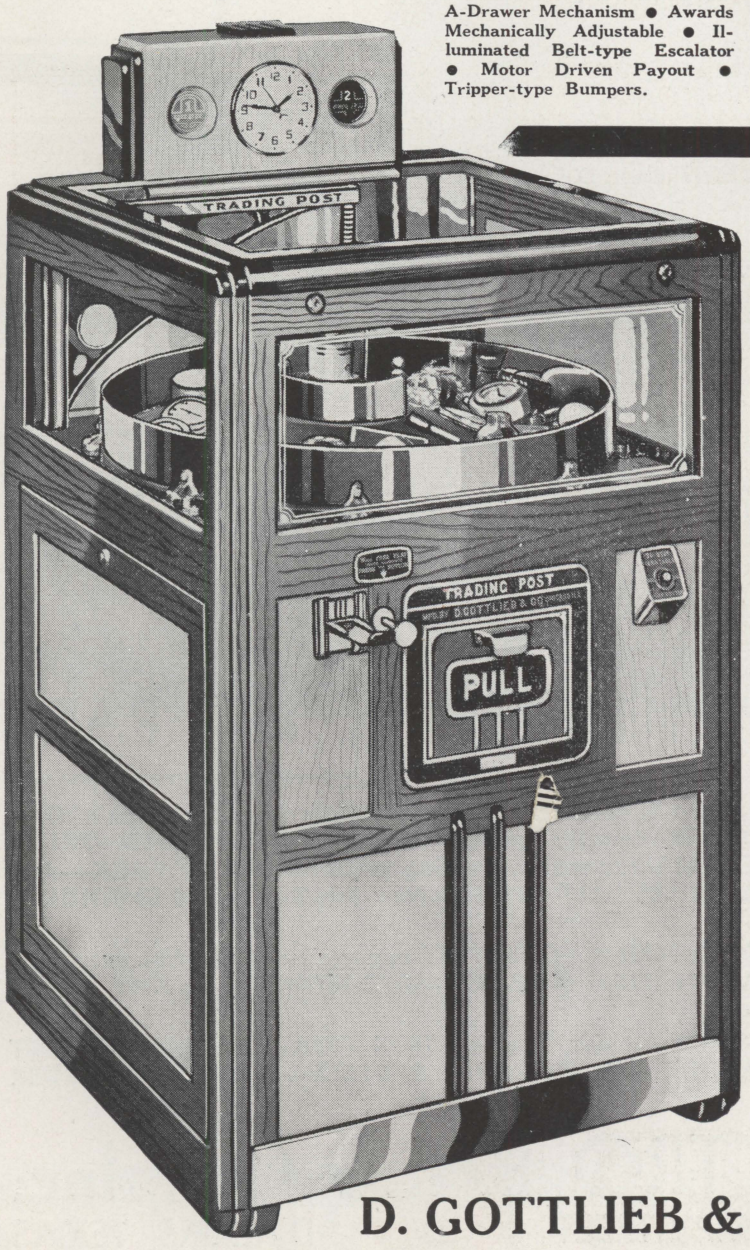
SIZE
52"x26"

$137.50

New A.B.T. No. 400 Slot. Electropak Equipped. D.C. Adaptopak $5 Extra. Check Separator no extra charge. Ticket Game, $10 Extra.

INCLUDES SUPER FEATURES

Hammond Electric Clock ● In-A-Drawer Mechanism ● Awards Mechanically Adjustable ● Illuminated Belt-type Escalator ● Motor Driven Payout ● Tripper-type Bumpers.



TRADING POST

With Mystery Free Play and Hammond Electric Clock

DRAWS THE CROWDS

A Turn Table type Digger with tantalizing Mystery Free Play allowing 1 or 2 free plays. As free play comes up, lights flash and cathedral chime is heard. Frequency of Free Play mechanically adjustable. New Anti-Tilt device foils tilting. Illuminated escalator and other super features.

Size 29"x29"x46"

Quality made of beautiful birds-eye maple with walnut trim.

$275

THESE GAMES STILL GOING STRONG

Miss America	Speed King
Derby Day	High Card
Hit Parade	College Football
Double Feature	Sports Parade

1937 Daily Races

IMMEDIATE DELIVERY

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago

TRI·O·PACK

TRI·O·PACK

DAVAL'S NEW 1c CIGARETTE PLAY COUNTER GAME

Only

$24.75

TAX PAID

DAVAL GAMES Guarantee

BUY THEM— LIKE THEM—OR YOUR MONEY BACK

The counter game sensation of the 1937 Coin Machine Show! Outsold ALL OTHER counter games COMBINED—BECAUSE—TRI-O-PACK contains ALL the money-making power of PENNY PACK—ALL the THRILLS of REEL "21"—PLUS—New 1st, 2nd or 3rd CHANGING ODDS!

Instantly ACCLAIMED the GREATEST counter game DAVAL ever built —AND THAT MEANS it will EARN MORE MONEY than ANY counter game in history!

BUY TRI-O-PACK on our 10-DAY FREE TRIAL GUARANTEE—GET INTO BIGGER, BETTER, STEADIER PROFITS—RUSH YOUR ORDER NOW!

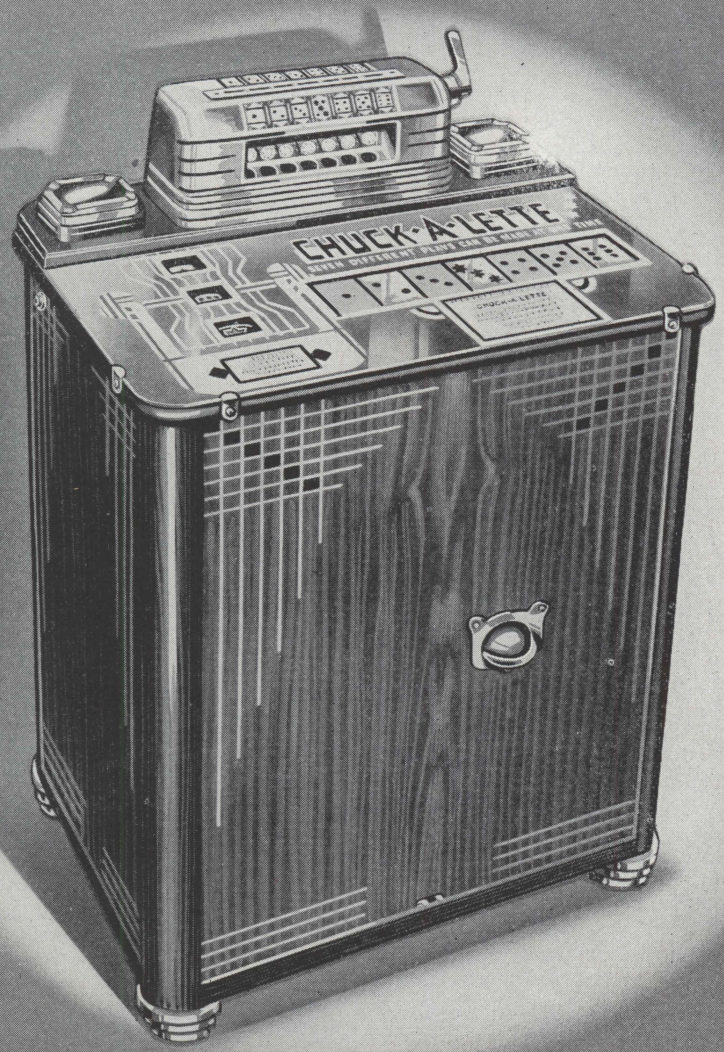
ELECTRO BALL CO., Inc.

1200 CAMP STREET • DALLAS, TEXAS

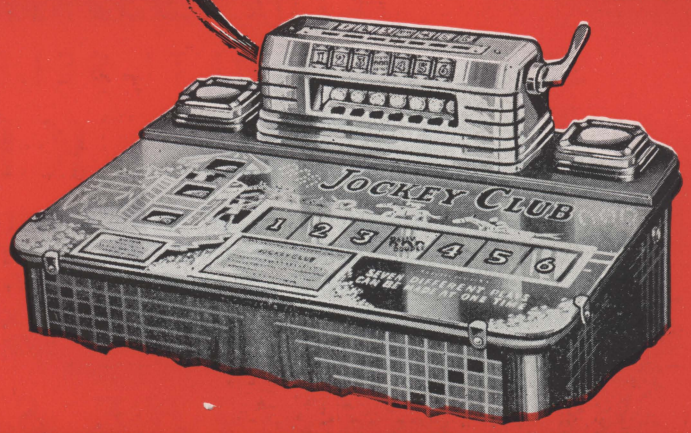
Fort Worth · Waco · San Antonio · Houston · Wichita Falls
Oklahoma City · New Orleans, La. · Memphis, Tenn.

A GREATER • FASTER • EVEN MORE PROFITABLE

NOW! *New* CHUCK-A-LETTE



Also available as
JOCKEY CLUB
With Horse Reels and Racing Symbols



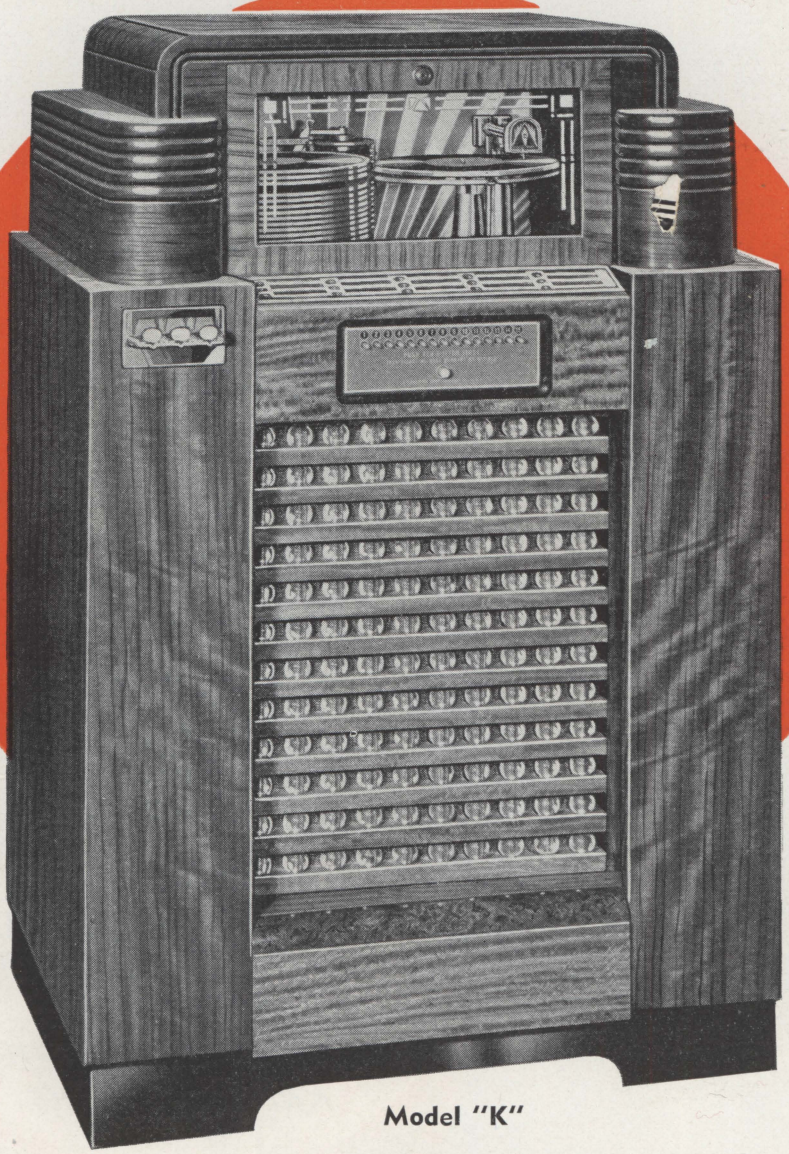
★ Here it is! The NEW 1938 Chuck-A-Lette and Jockey Club in modernistic new cabinet with greater beauty and flash . . . . . Equipped with Drop-Head Coin Chute, safety-clutch controlled. (Slugs won't jam and starter lever *cannot* break.) New coin chute shows last coins played and selections made, thus preventing illegitimate hand payouts and discouraging slugs . . . . . New models have earning power stepped up 50% greater than the original models . . . . . Operators report fast and furious seven-coin play, perfect mechanical performance and "unheard-of" collections . . . . . The new Chuck-A-Lette and Jockey Club out-date, outmode and out-earn *any* payout machine *ever* on location . . . . . and NO ADVANCE IN PRICE for the improved 1938 models. Get yours NOW.

Immediate Delivery—Wire Your Requirements

EXHIBIT SUPPLY COMPANY

4222 WEST LAKE STREET • CHICAGO, ILLINOIS

THE MUSIC OPERATORS OF AMERICA CORONATION OF THESE KINGS



Model "K"

The 1937

SEEBURG MULTI-SELECTOR

MELODY KING

HEIGHT, 54½ IN.; WIDTH, 35 IN.; DEPTH, 25¾ IN.
ILLUMINATED 15 RECORD MULTI-SELECTOR.
8-TUBE FULL RANGE AMPLIFICATION.
TWO SUPER DYNAMIC SPEAKERS.

ACCLAIMED BY NATION-WIDE POPULARITY . . . .

Another SEEBURG triumph, the 1937 line of Multi-Selector and Symphonola models, is being lauded as the supreme achievement in automatic phonographs.

Reigning representative of this Royal Line is the MELODY KING, Model "K." This greatest of all SEEBURG creations possesses brilliant exclusive advancements that are typical of every SEEBURG automatic phonograph.

SEEBURG'S ingenious cabinet designers have employed the principle of indirect illumination to enhance each cabinet with a soft harmonious glow that attracts immediate attention on any location. Their application of indirect lighting, combined with the incomparable beautiful SPARKLING CRYSTAL BALL GRILLE, is a technique that is destined to be the forerunner of all future designing. The illuminated MULTI-SELECTOR and PROGRAM HOLDER, and the gloriously colored lighting of the record chamber all contribute to its most distinctive and unusual cabinet appearance.

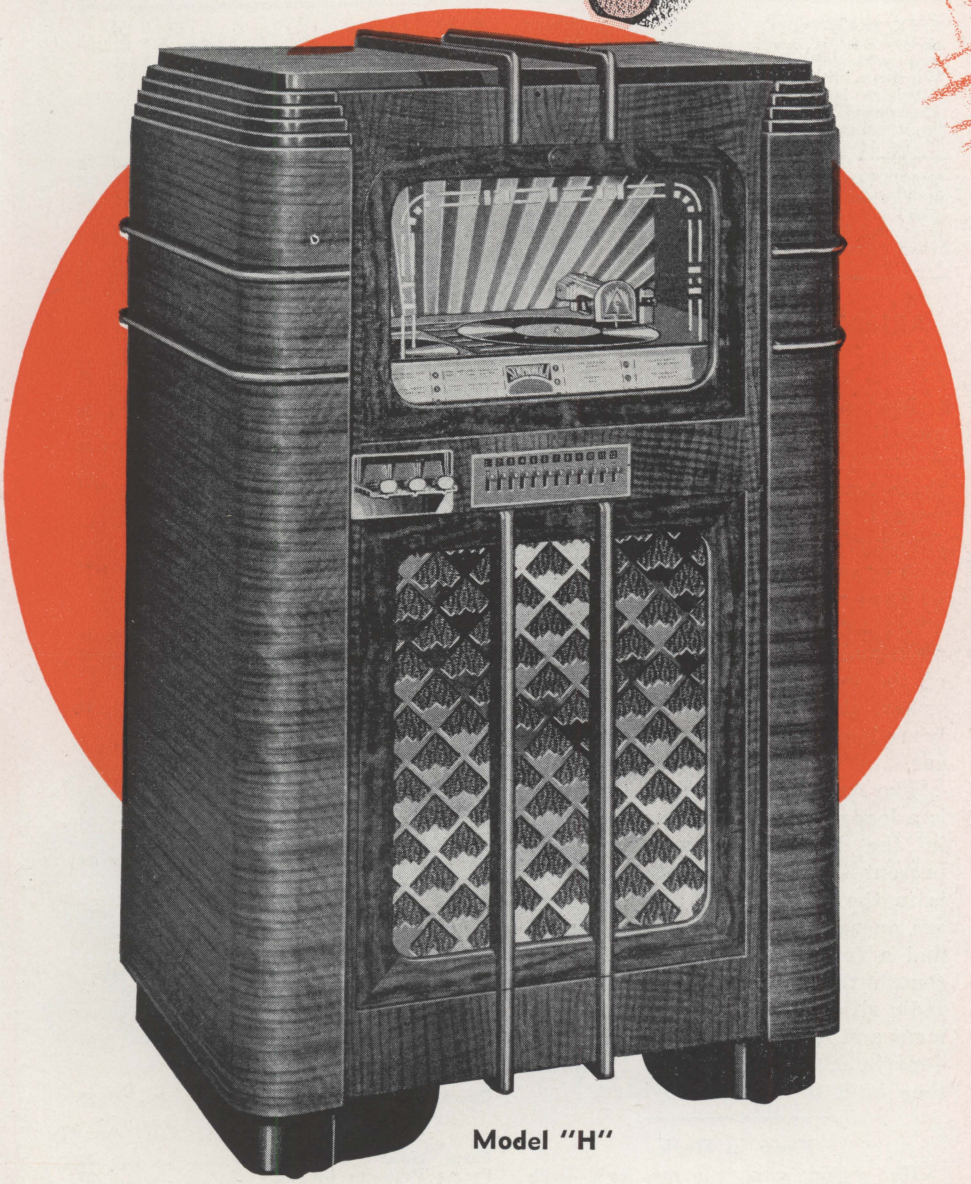
As has been the case for the past 30 years, today as always the music operators of America look to SEEBURG for the newest conceptions of automatic phonographs.

THE SEEBURG FRANCHISE

SOUTHERN SEEBURG REPRESENTATIVE

ELECTRO BALL CO., INC. Main Office: 1200 Camp St., DALLAS, TEXAS

HERALD THE OF MELODY!



Model "H"

The 1937

SEEBURG MULTI-SELECTOR

SYMPHONOLA

HEIGHT, 51 IN.; WIDTH, 30½ IN.; DEPTH, 22 IN.
ILLUMINATED 12 RECORD MULTI-SELECTOR.
7-TUBE FULL RANGE AMPLIFICATION.
15-INCH SUPER DYNAMIC SPEAKER.

IS MORE VALUABLE

J·P·SEEBURG·CORP. 1510 DAYTON STREET CHICAGO, ILL.

WANT ADS

4 CENTS A WORD — **CASH WITH COPY**

MAILING LISTS, NEWLY COMPILED OF buying operators and jobbers from coast to coast, by states, arranged alphabetically, 2,500 names, $5; 5,000 names, $9; 7,500 names $12. Our lists up-to-date, accurate because of regular mailings. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

WE FURNISH ALL TYPES OF TOKENS or Checks for pin games and payout tables, slot machines, etc. Mailing Lists compiled, Coin Counters, Name Plates. Write for circulars and samples. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill.

WE CARRY A COMPLETE LINE OF ALL the latest floor and counter machines. Big variety of late-model machines at low prices. List mailed weekly. Marion Company, 564 West Douglas, Wichita, Kan. (Reg.)

PENNY AND NICKEL ALUMINUM TUBE Coin Counters, Stacks, counts, make wrapping easy. Fits pocket, 1c or 5c size, $1.50 each, postpaid. Supreme Products Co., 333 North Michigan Ave., Chicago, Ill. (Reg.)

COUNT PENNIES AND NICKELS? PRESTO Coin Counter counts and stacks 100 pennies, also stacks nickels. Fits pocket. $1.50 each postpaid. Supreme Products Company, 333 North Michigan Avenue, Chicago, Ill. (Reg.)

WE BUY ANYTHING IF THE PRICE IS right and pay spot cash. One ball pay tables, Paces Races, cigarette machines, phonographs, slot machines or anything else. Charles Pittle, New Bedford, Mass. (Mass.)

FOR SALE CHEAP—BALLY ONE BALL pay tables. Slot machines. Paces Races. Snack Vendors, and other machines. Write for prices. Charles Pittle, New Bedford, Mass. (Reg.)

WANTED—TRADE IN YOUR OLD SLOT machines for new or used equipment. Give full information in first letter. Marion Company, 564 West Douglas Ave., Wichita, Kansas.

GUARANTEED MAILING LIST, JOBBERS, operators, dealers. Coast to coast by states. Good returns depend on an accurate list. We have had great success with our direct by mail advertising. $1.75 per 1000. Star Sales Co., 3917 Wayne Avenue, Kansas City, Mo.

JIFFY COIN COUNTERS, STACK, COUNT, make wrapping easy. Accurate, handy, rigidly constructed. Designed to meet needs of successful operators. Penny size counts $5.00 in 15 seconds. Nickel size counts $12.00 in 12 seconds. $1.25 postage paid. Star Sales Co., 3917 Wayne Avenue, Kansas City, Mo.

LARGEST REPAIR AND CABINET REFINishing shop in the country. All makes of coin operated phonographs repaired. Old and damaged phonographs overhauled and refinished like new. Guaranteed expert workmanship—unusually low prices, estimates free, complete stock of parts and accessories. Expert motor repairing. A quarter century in the music business. Capitol Automatic Music Co., 460 West 34th Street, New York City.

WE BUY, SELL AND TRADE ALL MAKES of coin operated phonographs. What have you? Al Clair, 4319 Carpenter Avenue, New York City.

FOR ONLY $65.00 A FRESHLY REFINISHed 24 record selective streamline Gabel Automatic Phonograph, never before such an opportunity. Capitol Automatic Music Co., Inc., 460 West 34th Street, New York City.

FIVE SEEBURG SELECTAPHONES, FIRST class condition (no junk), $100.00 each, 25 per cent with order, balance C.O.D. One P-10 Wurlitzer, first class condition, $125.00. One Capehart, late model, beautiful cabinet, $75.00. Phonograph records, $10 per 100. Late releases, latest artists. C. W. Percy Novelty Co. Phone Phone 58—4770, Greenway Lane, Dallas, Tex.

WANTED: ESTABLISHED SCALE ROUTES in Florida. Any size routes, no matter how small or large. Reply immediately giving price and full particulars regarding scales and where located. Pennyway System, 151 East 126th Street, New York City.

ARKOMA AMUSEMENT CO. EXPANDS

Bentonville, Ark.—J. N. Cavness and C. E. Griffith of the Arkoma Amusement Co., this city, explained their reason for not attending the annual convention in Chicago last January. The partners in the Arkoma organization were enroute to the Chicago meeting when they met with an auto accident between their home town and Joplin, Mo. While neither of the two suffered any serious injuries, they were forced to return home because of the condition of the car.

The Arkoma Amusement Company is a leader in coin machine operating in the Bentonville territory. At present the bulk of their operating is in the music field, although they are operating some marble machines and a few bowling alleys. Cavness reports that they contemplate adding radio rifles to their operating equipment and if successful will build that department to the extent to which they built their music division.

Keep in Dark

He: "Can you tell me how love and a roll of films are alike?"

She: "No, are they?"

He: "They both got to be developed in the dark."

NO TRUST

New Boarder: "Can I get my meals on time?"

Landlady: "No, you will have to pay in advance."

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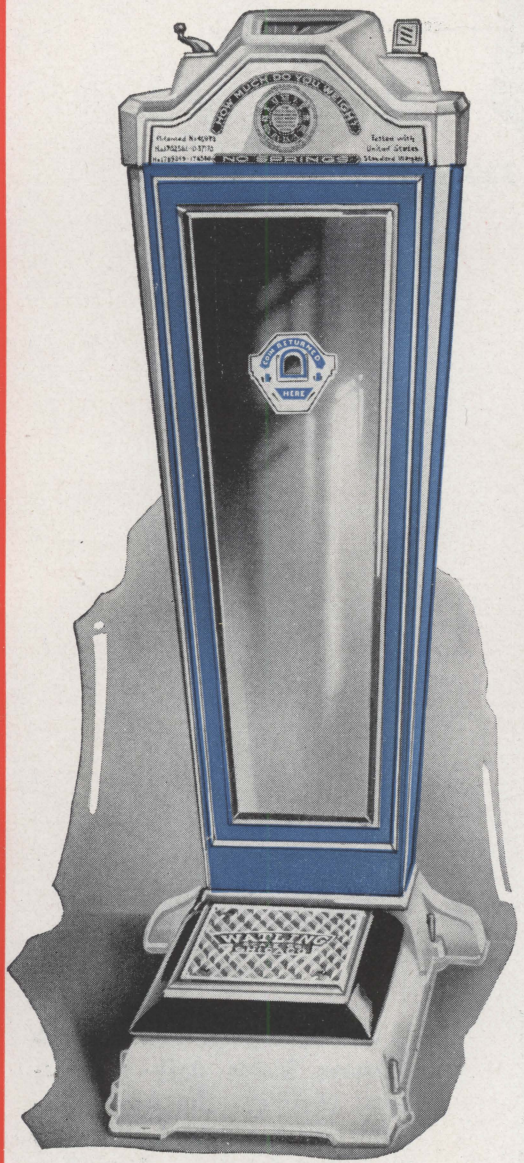
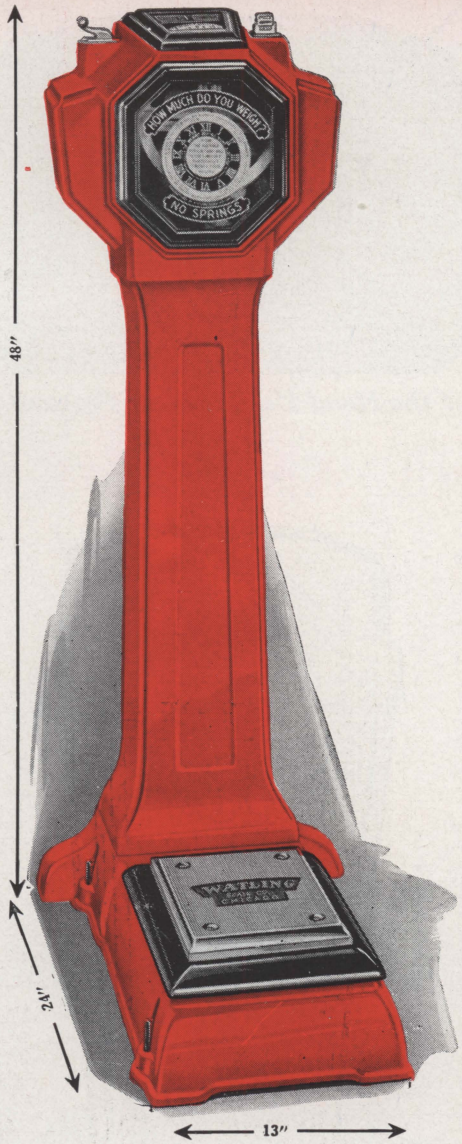
VALUE

The Greatest, for the least cost!





PERFORMANCE

that no other scales CAN give!

THE GUESSING TOM THUMB SCALE

HOW IT OPERATES—There are three slots to put your coin into. If you choose the correct slot at the opportune time your coin will be automatically returned and you get your weight free.

The coin may be returned from any of the slots, that makes it interesting, as the public has no way of knowing when the coins will be returned.

THE JUNIOR TOM THUMB SCALE

It is built in an all cast iron cabinet porcelain enamel, colors to suit. It is practically weatherproof.

The front glass through which you can see the mechanism in operation is hinged to the front of the cabinet enabling you to open it and get at all parts of the mechanism.

It is built with our famous no-spring mechanism, which puts it in a class by itself.

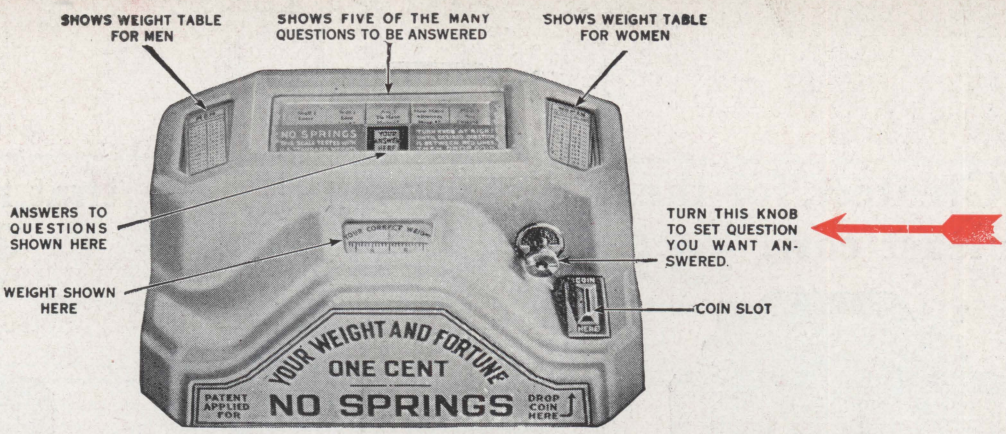
THE TOM THUMB SCALE

Keep this in mind: There is only one Tom Thumb Springless Scale in the world, and WATLING makes it.

- Don't let those high-pressure salesmen or questionable ads make you believe a scale is a scale, or that they are as good as Watling Springless Scales.

WATLING MANUFACTURING COMPANY 4640-4660 West Fulton Street CHICAGO, ILLINOIS, U.S.A.

Telephone Columbus 2770 ESTABLISHED 1889 Cable Address, "WATLINGITE" Chicago


SHOWS WEIGHT TABLE FOR MEN
SHOWS FIVE OF THE MANY QUESTIONS TO BE ANSWERED
SHOWS WEIGHT TABLE FOR WOMEN
ANSWERS TO QUESTIONS SHOWN HERE
WEIGHT SHOWN HERE
TURN THIS KNOB TO SET QUESTION YOU WANT ANSWERED.
COIN SLOT
YOUR WEIGHT AND FORTUNE
ONE CENT
NO SPRINGS
PATENT APPLIED FOR
DROP COIN HERE

The Above Is a Picture of the Head Used on Our Fortune Telling Tom Thumb Scale

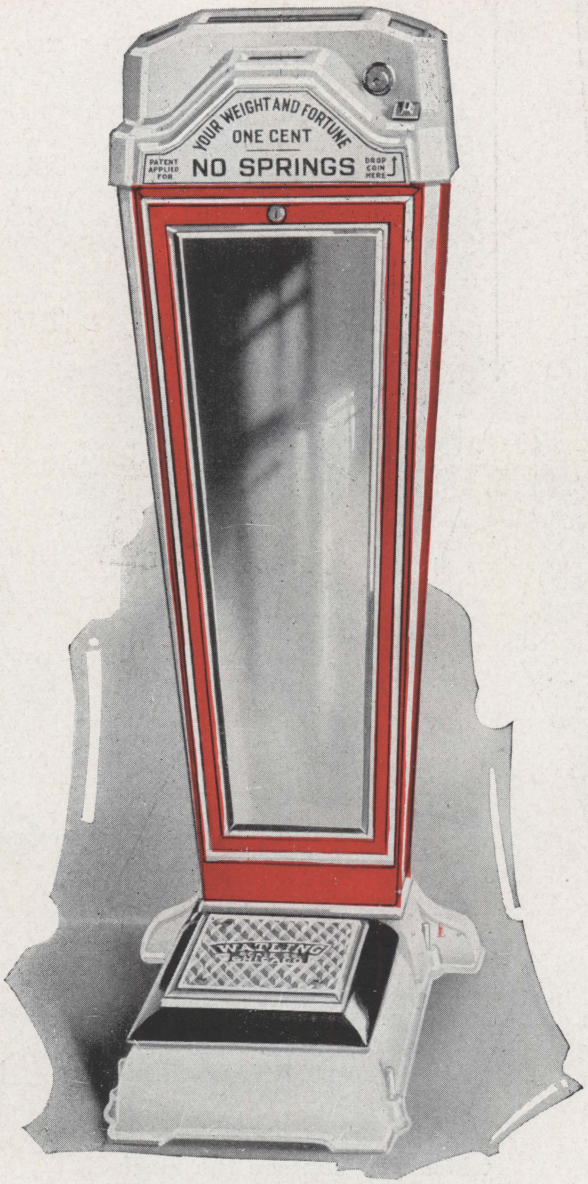
YOUR WEIGHT AND FORTUNE 1 CENT

The first and only Fortune Telling Scale in the world where the public can ask questions, they simply turn a knob on the side of the cabinet to the question they want answered, then drop the coin and get their weight and fortune for 1 cent.

How does this increase the earnings? The average person, especially the women, are not satisfied stepping on the scale and getting their weight and fortune but they will drop additional pennies to get extra fortunes.

This scale is practically two machines in one, you get your weight and fortune for 1 cent. The Fortune Telling attachment alone increases the earnings almost 100 per cent.

It is built without springs. What does that mean? It will weigh from 1 pound to 300 pounds, accurately.



Tom Thumb Fortune Telling Scale for select locations

• NOT A NOVELTY • BUT AN INVESTMENT

TABLE OF EARNINGS

Weighing Per Day	Income Per Month	Income Per Year
20	$6.00	$72.00
25	7.50	90.00
30	9.00	108.00
35	10.50	126.00
40	12.00	144.00
50	15.00	180.00
60	18.00	216.00
75	22.50	270.00
100	30.00	360.00

Our Springless Tom Thumb Fortune Scales defy comparison, they get the best locations and keep them, they are in a class by themselves. You can install Fortune Tom Thumb Scales in locations that would not tolerate other types of scale.

TERMS:
$10.00 down, balance monthly.

We have built thousands of the TOM THUMB SPRINGLESS SCALES in the past years, and now comes the TOM THUMB FORTUNE TELLING SCALE.

Take our advice--DON'T BUY PRICE, BUT QUALITY--Terms to Suit Your Convenience

INVENTED AND MADE ONLY BY

Established 1889

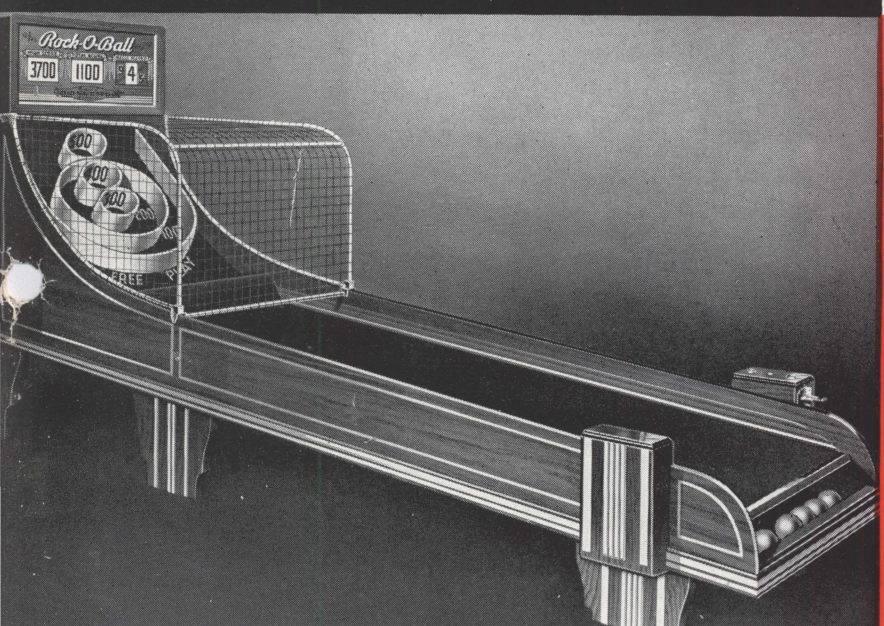
WATLING MANUFACTURING COMPANY

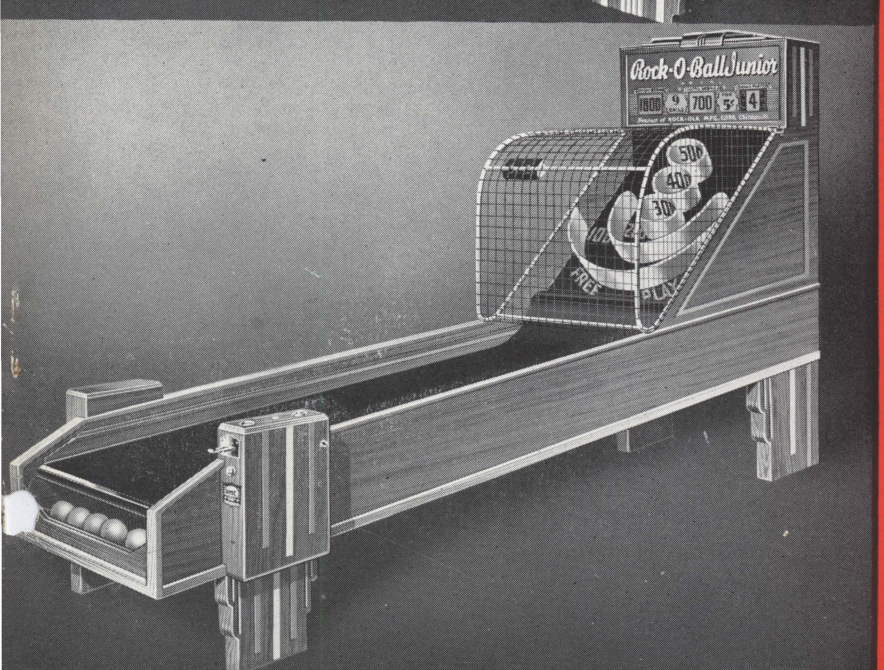
4640-4660 West Fulton Street, Chicago, Illinois, U.S.A.

Cable Address "WATLINGITE" Chicago

Tel. COLumbus 2770 All Depts.

PERMANENT PORTABLE STRONG





ROCK-O-BALL *Senior*

The Deluxe Model . . . Supreme Among Bowling Alleys . . .

Length—14 feet 6 in.,—Height 74 in.—Alley Width, 28 in.—easily moved and set up—shipped in five sections—cabinet-white ash with liquor-proof walnut finish—modernistic lines and two-color trim—burnished handsome frame.

Makes gorgeous appearance in any location . . .

The only bowling game with the automatic triple-score feature, showing at all times **balls played—score of game being played**—and **previous high game score.**

Exclusive Rock-Ola Design . . . Simplified Electro-mechanical Scoring Mechanism . . . Guaranteed Service-free Operation.

Easy terms, if desired.

The Outstanding Bowling Game!
Every Good Distributor Has Them!

ROCK-O-BALL *Junior*

JUST THE RIGHT SIZE FOR ANY LOCATION, yet embracing all of the mechanical features of the SENIOR ROCK-O-BALL.

Length—a little over 9 feet—Height, 64 in.—Alley Width, 24 in.—Weight (crated) 475 lbs.

Extremely PORTABLE—removable legs—cabinet in wood finish—same high grade appearance as the SENIOR Model.

Both machines have special "high-score register," affording protection for operators, on claims for prize awards (can be instantly set to register any score selected).

"Free play" return—wide and extra long alleys, fitted with banking strips and fast scoring action—

are just a few of the reasons operators prefer the ROCK-O-BALLS.

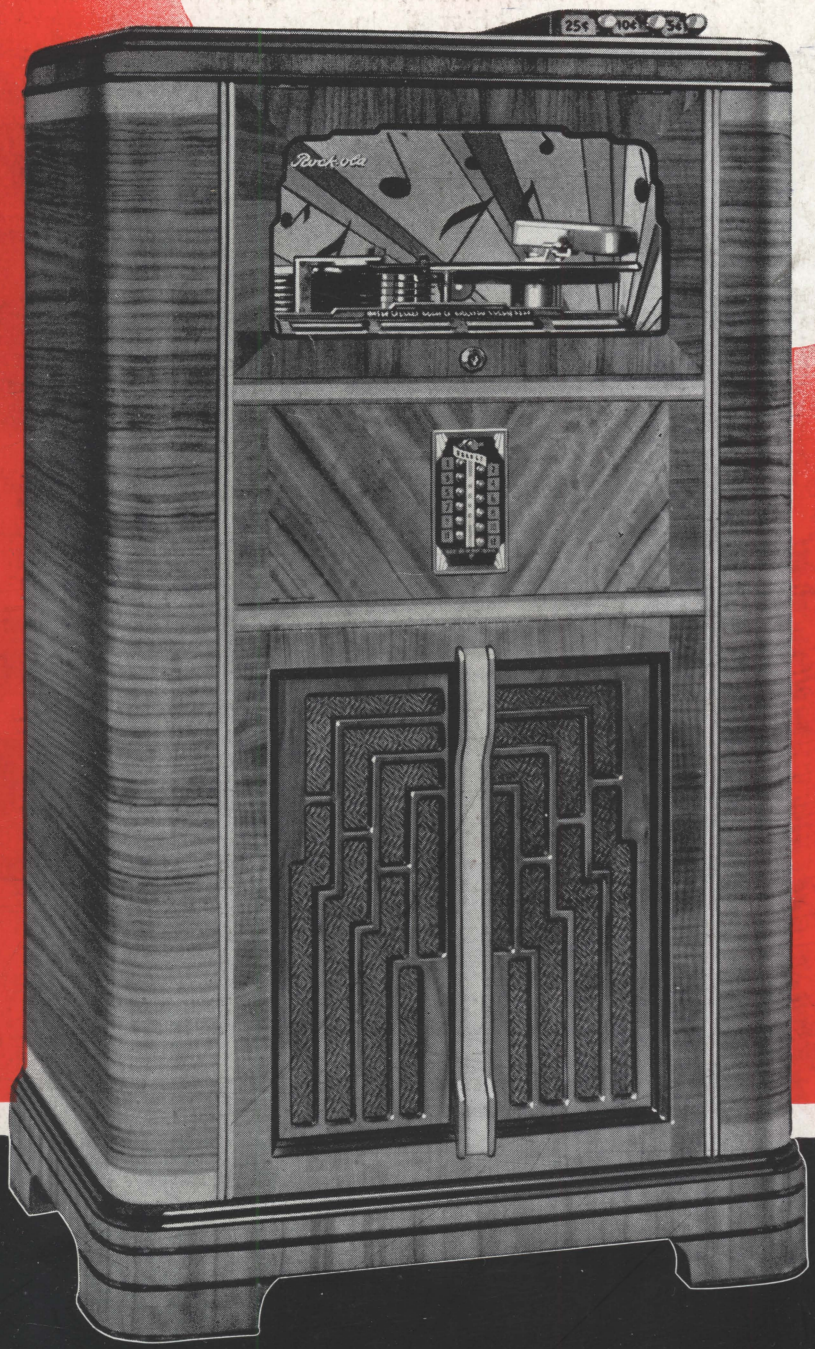
RMC

Write Your Distributor TODAY!

ROCK-OLA MFG. CORPORATION • 800 NORTH KEDZIE AVE. • CHICAGO, ILL.

OPERATORS
lend your ear to this "sweet music"

ROCK-OLA'S PHONOGRAPH PROFITS FOR OPERATORS IS THE "sweetest music" EVER HEARD!



★ Rock-Ola's new "RHYTHM MASTER" and "RHYTHM KING"--together with the famous "IMPERIAL XX"--form a combination in phonographs that is SIMPLY UNBEATABLE! "RHYTHM MASTER" lives up to the Rock-Ola reputation for better tone, simpler mechanism, and beautiful cabinet design. Popular medium size--to please all locations, small or large.

You are entitled to the BEST in phonographs, so--WHY BE SATISFIED WITH LESS? Operators everywhere proclaim THESE NEW ROCK-OLA PHONOGRAPHS to be--"THE SWEETEST THING IN MUSIC."

SATISFY YOUR MUSIC LOCATIONS WITH THESE 1937 ROCK-OLAS!

RHYTHM MASTER (Choice of 12 or 16 Records)
RHYTHM KING (Choice of 12 or 16 Records)
IMPERIAL XX (Twenty Records)

Rock-Ola's
RHYTHM MASTER

RMC